

Charly B aka The Real JamaFrench is an enigma in France. Known and recognized in Jamaica for over 10 years, the singer is not at his first attempt and already has a successful international career. Unlike many French artists who wait years before going to record, Charly B chose from the start to immerse himself in Jamaican culture. He was then 15 years old and seized the opportunity of a school twinning with France to fly to Kingston. He finished his studies there, immersed himself in reggae culture and quickly mastered the Jamaican patois allowing him to write his first texts, release his first sounds. The singer with a frail silhouette, Charly B creates a real cultural shock and Jamaicans quickly associate him with the Europeans who matter to them such as Gentleman (Germany) or Coolie Buddz (Bermuda) , a respected Frenchman on the island.

But it is indeed di original ting ' that Charly B is looking for, regardless of nationality, in search of validation from the Jamaican public. The artist, born in Italy of French, German and Armenian origin, having studied music in Canada, claims to be Jamaican at heart. The turning point in his career came in 2015 when he was approached by TMMG, a team of producers from Kingston offering riddims to Jamaica's biggest stars. TMMG believes in Charly B, pushes him in his own writing, his flow, his artistic identity and develops a strategy for the release of the single Prophecies

Untold (Black Green and Gold), a tribute to Jamaica to which Charly owes so much. The track - revisiting a classic riddim - explodes in a few days and climbs to the top of the charts! Jamaicans don't need more, the song takes our Frenchman on a tour of more than 100 dates, invited to unmissable events such as the Rebel Salute by Tony Rebel, the Bob Marley Anniversary by Rita Marley, The Marcus Garvey Celebration and finally a School Tour organized by I-Octane, where it is clear that the young audience plebiscite Charly B. The Jamaican media are present and the Real Jama-French multiplies TV shows and radio shows that make the reggae of tomorrow (Instage TV, Smile Jamaica, Hype TV, Irie FM, Fame FM, Stylz FM, RJR Radio, Roots FM ...) gaining notoriety in a few weeks. After various singles and collaborations, Charly B began to work with TMMG on an album, eager to return to the fundamentals of reggae. It will be "Journey of Life" (2017) at the forefront of reggae production, quickly adopted by the global reggae scene.

With this new album, the aptly named "Multiplicity", Charly B reveals all his versatility and his multiple flows: "Reggae is and will remain my foundation but I propose here a musical universe which is more of the alternative hip-hop or electro-dancehall, Reggae in the broad sense as it has been thought in Jamaica for years.

"Multiplicity" because Charly B has multiplied the producers, very different depending on the songs, including P.I.L.O (Poland), GeeJam Records (Jamaica) and the French Official Staff, 149 Records, Dance Soldiah Records and Digital Cut Production. Knowing the repertoire inside out, Charly B reviews a wide range of Jamaican styles, offering roots (Universal Language, Broken Pieces, Chantin '), new roots (Guide my Step, Better must come, System), dancehall (Dans la Ville, Love Instead, Everytime), hip-hop (Run the Place, Me and My Sensi), electro (In the Club, Move) to unique fusions like the song Gipsy mixing dancehall and flamenco. "Multiplicity" because Charly B has always multiplied artistic collaborations. He invites here big names of the genre: Daddy Mory, half of Raggasonic, Pressure Busspipe from the American Virgin Islands, the enfant terrible of French reggae Naâman, the duo of the moment Jahneration, the dancehall president Skara Mucci and a nice combination with the New Yorker Afu-Ra. Other artists are to be discovered such as the Danish of Gambian origin Mandinka, the French rapper Zippo, General Lion I (Leader of the French group Positiv 'Young Lion) or the Jamaican muse Nordia Witter who bursts the screen in the sumptuous Gipsy music video shot at Trident Castle in Portland (JA).

The themes addressed by Charly B are systematically imbued with social demands, peace and justice. Not forbidding himself any subject, Charly B enjoys singing about everyday life, its encounters, anecdotes and love stories. But although often borrowing accessible (and purposely light) musical forms, texts like Dans la Ville, System or Better Must Come have an obvious social significance, an uncompromising message, anti-racist, humanist and confident in the future. A new album "Multiplicity" in which the whole universe of Charly B is expressed, in substance as well as in form.

