

*Lojay*

ARTIST BIOGRAPHY

CHANGING LIVES,  
DEFINING AN ERA





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Loyiso Gijana is a singer and performer that hails from a province that reigns with artistry, the Eastern Cape. He realised his talent at a very tender age and it was the appraisals he received during his days in the church and school choirs that led him to never give up on his dream. Loyiso made his debut appearance when he participated in the 2013 edition of SA's Got Talent as an eager 14-year-old following his dream. This pop sensation acquires most of his creative inspiration from renowned British musician, Labrinth and marks him as his main musical influence.

The 21-year-old talent went on to enter South Africa's most popular singing competition, Idols SA, in 2015. This immensely talented artist was granted the opportunity to grace the SAFTA stage alongside former Idols SA stars Shekinah, Paxton and Graeme Watkins. His hard work led him to feature on platinum music producer Luke Goliath's single titled memories which made it to the Algoa FM top 30 and climbed up to the 5th position.



## STYLE

His music style can be defined as Indie and soul pop. Lloyiso is known for playing around with English, Xhosa as well as Afrikaans in his songs. Lloyiso's outpouring of creativity added up to several song covers on his YouTube page where he has been shown appreciation and attention by reputable press platforms such as Channel24, Daily Sun and Times Live just to name a few. Lloyiso relocated to the city of Gold to further pursue his music career in the middle of 2018 and shortly after that he began a new journey with Ambitiouz Entertainment. Following the exclusive announcement on SA's Top Urban radio station, Metro FM, Lloyiso released his debut single titled "Nontsikelelo" which quickly raced up the iTunes charts upon release.

With Lloyiso being signed to Ambitiouz Entertainment, he will continue to use his talent to capture the minds of people and connect with their hearts. In February 2019 he dropped a storytelling music video of his debut single. In the song, Lloyiso wants to right his wrongs and admits that he made a mistake by letting go of the love of his life. His soothing voice breathes life into the lyrics and brings the video to life.

In 2019, one of the top Gospel singers, Dr Tumi featured Lloyiso in a song called “So I run” which is part of Dr Tumi’s Love On The Cross album that was released in August the same year. The 21-year-old singer released a new soulful single, “Intliziyo” on the 23rd of October featuring Langa Mavuso. The single was received with so much love and warm hands by Lloyiso’s fans as it debuted #10 on the iTunes and quickly raised up to #3. The song’s heart-rendering music video was released in February 2020 featuring the talented television director and

actress, Keke Mphuthi and actor, Nkululeko Tshirumbula telling a story of a father who gave his heart to his son to make up for his disappointments. In November 2020, the sultry singer was featured by DJ Zinhle in her hit song, “Indlovu”. Before that feature, Lloyiso dropped a tear jerking single titled “Madoda Sabelani” to plead with men to protect women and children. The song was featured in different GBV campaigns including Rhythm City in partnership with Etv.

After taking some time to work on his craft, Lloyiso released a love song titled “Dream about you” on the 30th of April 2021. The self-produced single was inspired by the true love he witnessed from his grandparents. Lloyiso aims for the world stages as he continues to work harder to be bigger. Always changing the goal post on himself, uninterruptedly pushing himself to be greater and better.



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