

**BLQ**  
DIAMOND



ARTIST BIOGRAPHY

CHANGING LIVES,  
DEFINING AN ERA





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**B**laq Diamond are a South African award-winning Afro-Pop duo that comprises of Ndumiso Mdletshe and Sphelele Dunywa. The Hip Hop culture played a big role in the creation of the group, they took part in hip-hop stage battles. Blaq Diamond relocated to Johannesburg to further pursue their dream, primarily focusing on African infused sounds.

They signed to Ambitiouz Entertainment in 2017 and in November that year, the multitalented duo released their debut album titled Inqola, that comprises of 14 tracks.



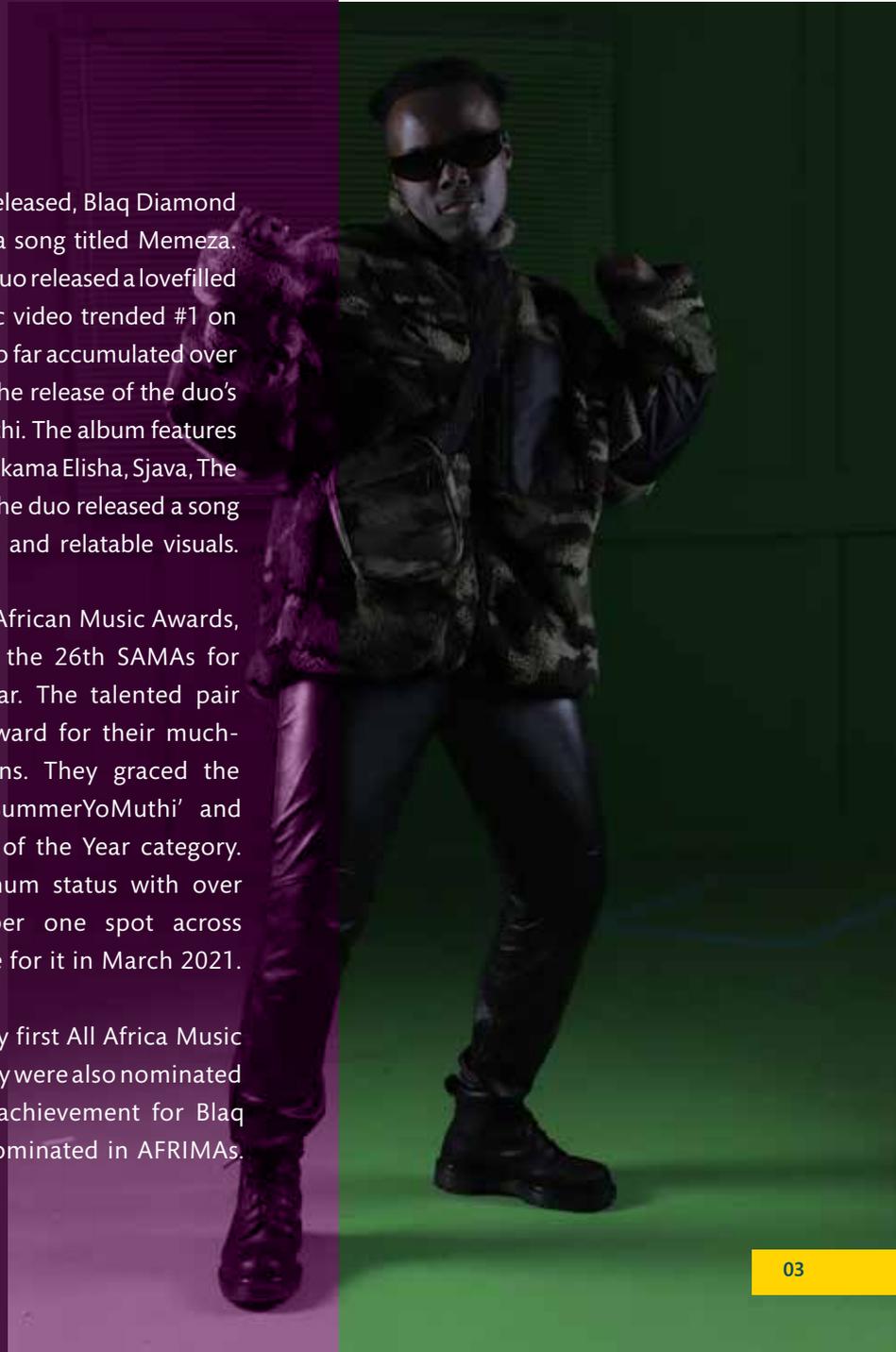
# ENCOUNTER

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Within two months after the Isoka visuals were released, Blaq Diamond joined forces with Sjava, and introduced us to a song titled Memeza. With Memeza topping the charts at the time, the duo released a lovefilled song titled 'Ibhanoyi' in August 2019. The music video trended #1 on YouTube within three days of its release and has so far accumulated over 13 million views. The 31st of January 2020 saw the release of the duo's much anticipated sophomore album titled Umuthi. The album features stable mate Cici and other talented artists like IgcoKama Elisha, Sjava, The Legacy and poet Zamo Cofi. Umuthi came after the duo released a song titled 'Love Letter' accompanied by compelling and relatable visuals.

Following their nomination at the 24th South African Music Awards, Blaq Diamond scooped two nominations at the 26th SAMAs for Best Afro-Pop album and Record of the Year. The talented pair walked away with the Record of the Year Award for their much-loved song Ibhanoyi voted for by their fans. They graced the SAMAs again in 2021 with their songs 'SummerYoMuthi' and 'Love Letter' being nominated under Record of the Year category. 'SummerYoMuthi' has reached double platinum status with over ten million streams, occupying the number one spot across multiple platforms and they received a plaque for it in March 2021.

In November 2021, the duo received their very first All Africa Music Award for their hit single 'SummerYoMuthi'. They were also nominated in other seven categories, which was a big achievement for Blaq Diamond since it was their first time being nominated in AFRIMAs.





## DREAM CHASERS

The two were also presented with plaques for their other hit singles including 'Ibhanoyi' which is a four times platinum song with over 15 million streams. 'Love Letter' certified three times platinum having just above 11 million streams and they also hold a plaque for their six times platinum album, Umuthi with over 23 million streams. The Ladysmith talents are the creative geniuses behind BET's Isono title sequence composition. Making sure that everyone enjoyed 2021 Easter holidays, BlaQ Diamond teamed up with award-winning Gospel star, Dumi Mkokstad and released a song titled Messiah. In June 2021, the three talented artists released a music video that brought 'Messiah' to life. The video reached 100 thousand views in a day and a million views in two weeks. The 26-year-olds continue to engrave their names in the entertainment industry as they have travelled in and outside South Africa performing their hits.

Countries like Swaziland, Zambia, Zimbabwe, Dubai, Lesotho, Botswana, Tanzania, Malawi, and Namibia have hosted BlaQ Diamond in events and concerts. BlaQ Diamond have also teamed up with white spirit beverage, Russian Bear in their #NextLevel campaign for 2021. While growing in the entertainment industry, BlaQ Diamond ventured into business and opened their own a record label, Umuthi Records and have released 'Emlanjeni' and Ngiyazifela by Sbahle, their first signee. The summer of 2021 was welcomed by two tracks from BlaQ Diamond, 'Ama Criminal Records' and 'Italy' released in September and October to prepare for the festive season. As BlaQ Diamond are synonymous with songs loved by masses, the two singles got amazing reception from their supporters. They look forward to being the greatest at everything they do and hope to scoop international awards too.



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