

# DOUBLE UP

ARTIST BIOGRAPHY

CHANGING LIVES,  
DEFINING AN ERA





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**E**merging from the country with one of the largest salt pans in the world, a unique talent was also birthed there. Meet Kabelo Lucky Matome known as DoubleUp, a 27-year-old afro-soul, RnB musician and dancer hailing from the beautiful country of Botswana. When DoubleUp decided to spread his wings and increase his reach by venturing into the South African music scene, he saw no perfect fit than being signed to the formidable record label, Ambitiouz entertainment in 2021, and was he not glad when he got the call from the AE Team.

## LIFE BEFORE STARDOM

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DoubleUp grew up in Tshabong and later relocated to Gaborone. He is quite a reserved person. He is the oldest of two children raised by a single mother. He left home to work immediately after high school to start his apprenticeship as a spray painter, so that he could take care of his family. He was a remarkably good painter for 4 years. Due to ill health, he was forced to part ways with the occupation. After spending a lot of time at home, his mother encouraged him to take his music talent seriously. DoubleUp's mother was a backup singer for the late award-winning Disco artist, Christopher "Lebasha" Lobatlamang and she could see the undeniable talent her son had.



## EXPEDITION TO GREATNESS



DoubleUp taught himself to mix and master through a lot of trial and error accompanied by ample work hours to reach this magnificent skill and talent that we now enjoy when listening to his music. During his musical self-discovery he managed to create his single titled "Peke" which brought him recognition and popularity in his home country of Botswana.

### FUEL BEHIND DOUBLE UP

What sets DoubleUp apart from the rest is his authenticity and rich culture that he infuses into his modern take on soul/Rnb and pop. He strongly believes in love, loyalty, and care, making it effortless for him to create all the serenading works of art. His biggest drive is wanting to take care of his family as they have been his biggest supporters and his true north throughout his journey.

### TRAJECTORY

DoubleUp does not feel limited to his genre and is continuously exploring various sounds. Even though he

preaches love and romance, he has had his fair share of heartbreaks, but he does not allow this to extinguish the burning love and romance he has within himself. As a firm believer of honesty and loyalty, he only wishes that his supporters would be appreciative of the hard work that he puts into creation of all his masterpieces.

The 27-year-old who now resides between South Africa and Botswana released his debut single at the beginning of 2022. "Nthapelleng" is the title of the song, where DoubleUp asks for prayers as he embarks on a new journey. The heartfelt single was released with a relatable music video. Double Up is celebrated across Botswana for joining one of the biggest record labels, and his song is play listed in radio stations like Metro FM, Kasie FM as well as Umhlobo Wenene just to name a few. He is certain that his bold cross boarder leap of faith will catapult his career and expose him to larger markets, affording him an opportunity to rub shoulders with other African and international music giants.

Twitter: @DoubleupMatome (176 followers)  
Facebook: DoubleUp (36k followers)  
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## LINKS TO MUSIC

<https://www.youtube.com/watch?v=DxgTK3mD37c>

<https://www.youtube.com/watch?v=DAven7HMS58>



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