

# Giveon - Artist case study

- **Biography**

Giveon Dezmann Evans better known as Giveon, is an African American R&B singer as well as a song writer from Long Beach, California currently signed under Epic Records. He quickly started to get notice after a collaboration in 2020 with Drake on the single, Chicago Freestyle. Following that Giveon released his first two EPs, Take Time and When It's All Said And Done, he got nominated for a Grammy Award for Best R&B Album, and reaching Top 10 on the US Top R&B Albums chart.



- **Beginning**

Giveon attended Long Beach Polytechnic High School, and took a music education program at the Grammy Museum at the age of 18, where he got inspired by Frank Sinatra, whose bellowing voice inspired many. He gives credit to his mother for really making him pursue his early passion for music and provoking him and his siblings from the pressures of bad influences. In August 2018 Giveon self-released his debut single Garden Kisses not so long after Giveon was discovered by a Canadian record producer Sevn Thomas, who found him on a random playlist on SoundCloud, and later signed him to the record label Epic Records. Upon signing Giveon started performing original songs at multiple live venues, including his hit song Like I want You, before recording them professionally. Following that in November 2019, Giveon released the single Like I Want You shortly before serving as the opening act for Snoh Aalegra on her Ugh, A mini Tour Again of Europe and North America.

- **Management**

It appears Giveon's record label "Epic Records", does all the management whether it be booking shows and promoting himself also distributing Giveon's music. The only exception to all that is he has a website for his social media platforms, and his music merchandising <https://www.giveonofficial.com/>

- **Longevity**

Judging from people's reviews of Giveon's music it seems though he will last very long in this industry, especially from how popular Giveon's music is amongst teenagers and young adults. One review that I've gotten from a friend is that "like most artists his music isn't for everyone but for many others they relate to the lyrics sung in the songs".

- **Repeatable**

Honestly speaking I think it's repeatable, Because big artists for example Drake, Kanye West, and Travis Scott are always on a lookout for small artists with potential on SoundCloud, Spotify, etc.

- **References**

- [https://en.wikipedia.org/wiki/Giveon#Early life](https://en.wikipedia.org/wiki/Giveon#Early_life)
- <https://www.billboard.com/music/rb-hip-hop/giveon-heartbreak-anniversary-success-new-album-interview-9611090/>
- <https://www.giveonofficial.com/>