ALEJANDRO-REYES.COM

ALEJANDRO REYES

LATEST SINGLE «POR FAVOR»

PLAY NOW

PRESS KIT

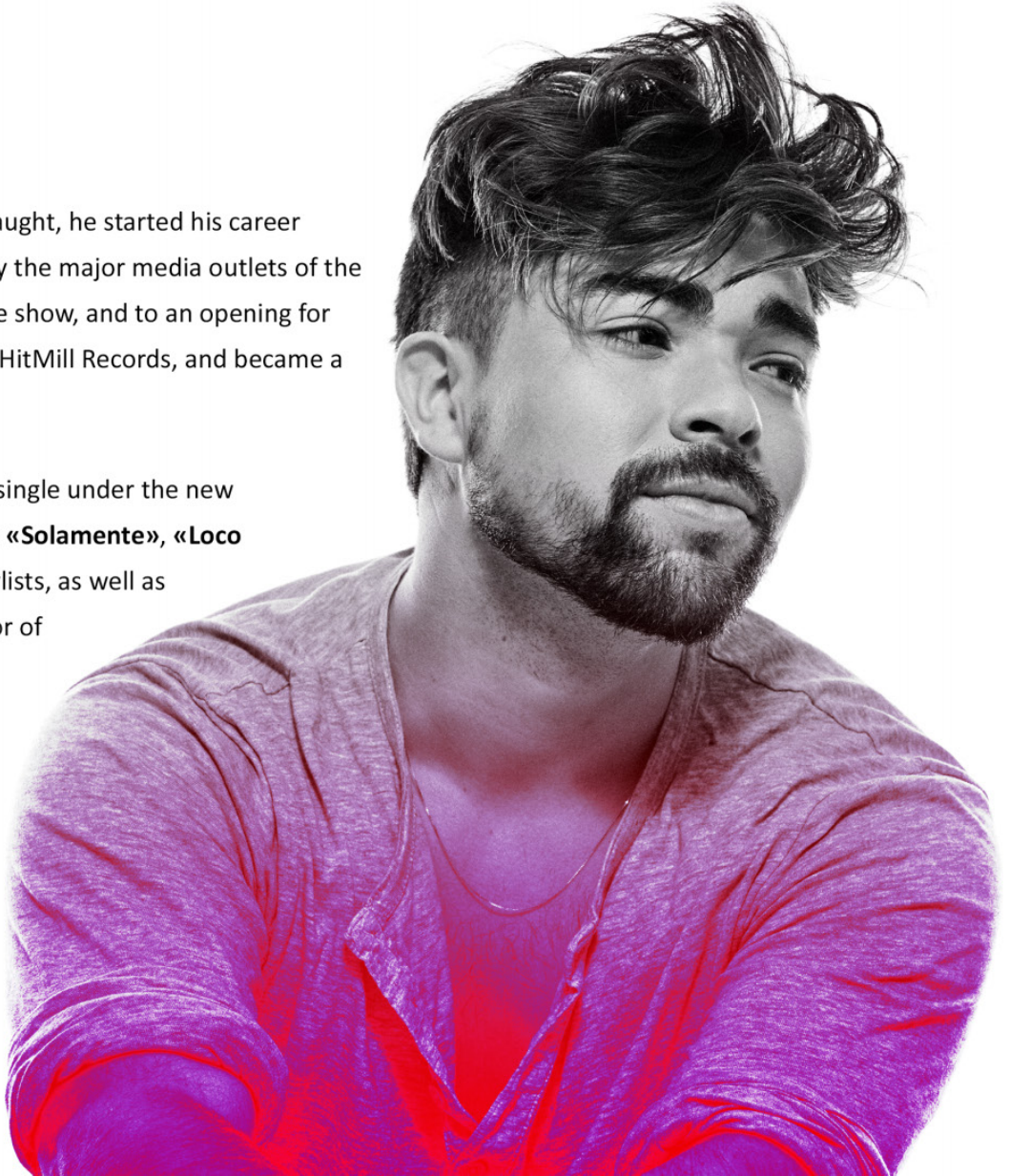
BIOGRAPHY

A native of Quilpué, Chile, Alejandro was born in 1992 without his left hand. Self-taught, he started his career singing on the streets of Switzerland at the age of 18 and was soon after spotted by the major media outlets of the country. In little time, Alejandro made it to the **Montreux Jazz Festival**, to the Voice show, and to an opening for Johnny Halliday at the Arena de Genève. His debut album was released in 2015 by HitMill Records, and became a breakthrough hit in the music industry in Switzerland.

In 2017, Reyes signed with **The Hana Road Music Group**. **«Compass»** was his first single under the new label and it went viral on the biggest music platforms. Alejandro's following singles **«Solamente»**, **«Loco Enamorado»** and **«Señorita»** were picked by the biggest Latin Spotify-curated playlists, as well as by the Swiss major radio stations. His success earned him a place as an Ambassador of **Coca Cola** Switzerland, **AXA** Insurance and **Fondation Etoile filante**.

In June 2019 Alejandro released his **«El Inicio»**, which caught the attention of the American bookers what resulted in Alejandro's first across USA tour.

The latest single **«Por Favor»** was released on the 6th of September together with a music video. The shoot took place in Ukraine near Chernobyl area. Specially for this shoot, Reyes crafted a bionic hand by himself.



ALEJANDRO
REYES
POR FAVOR
WATCH NOW

LATEST SINGLE

POR FAVOR

245 500 streams on spotify

PLAY NOW

LATEST ALBUM

EL INICIO

473 200 streams on spotify

PLAY NOW

VIDEOS

COMPASS

1 720 000 + VIEWS

I ALREADY KNOW

1 700 000 + VIEWS

LOCO ENAMORADO

1 280 000 + VIEWS

SEÑORITA

1 190 000 + VIEWS

BYE BYE

1 120 000 + VIEWS

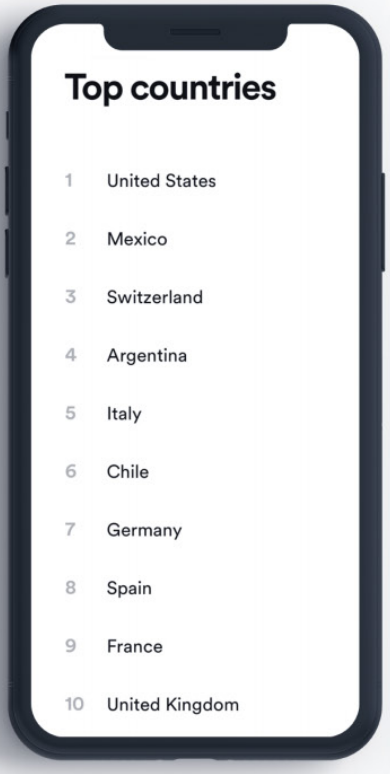
POR FAVOR

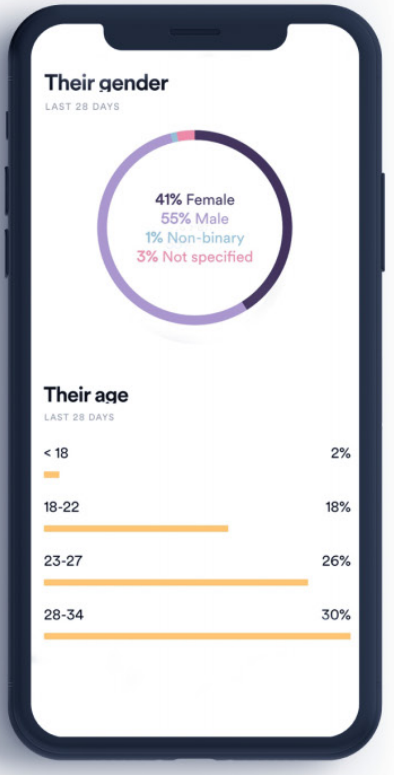
580 000 + VIEWS

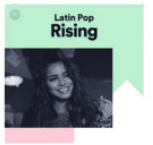
2.46+
MILLION STREAMS ON
Spotify
12.9k+
FOLLOWERS ON
8.3k+
FOLLOWERS ON

Spotify

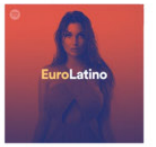
STATISTICS



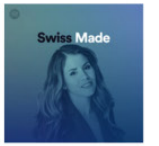




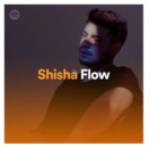
Latin Pop Rising



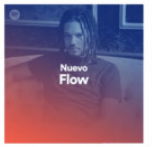
EuroLatino



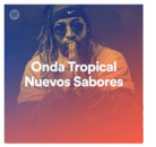
Swiss Made



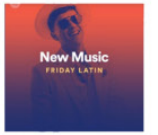
Shisha Flow



Nuevo Flow



Onda Tropical Nuevos Sabores



New Music Friday Latin

Coca-Cola X ALEJANDRO REYES

In 2019, Alejandro became an **Official Ambassador of the Coca-Cola Switzerland** and starred in the official video for the Coca-Cola Stories campaign.

New Coca-Cola cans with his personal slang expression "Bakan", meaning "cool" in Chilean colloquial language, are being sold now across Switzerland.

PARTICIPATION IN CONTESTS

Eurovision Song Contest

2018 - Eurovision Swiss **Finals**

Das Supertalent

2017 - Das Supertalent

The Voice

2014 - The Voice France

MENTIONS IN PRESS

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ALEJANDRO REYES
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SPONSORS:

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AXA

Alejandro Reyes is the Official Ambassador
of Fondation Etoile filante