



PRESS KIT

ALEJANDRO-REYES.COM

# ALEJANDRO REYES

LATEST SINGLE «MI NENA»

PLAY NOW

## 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.

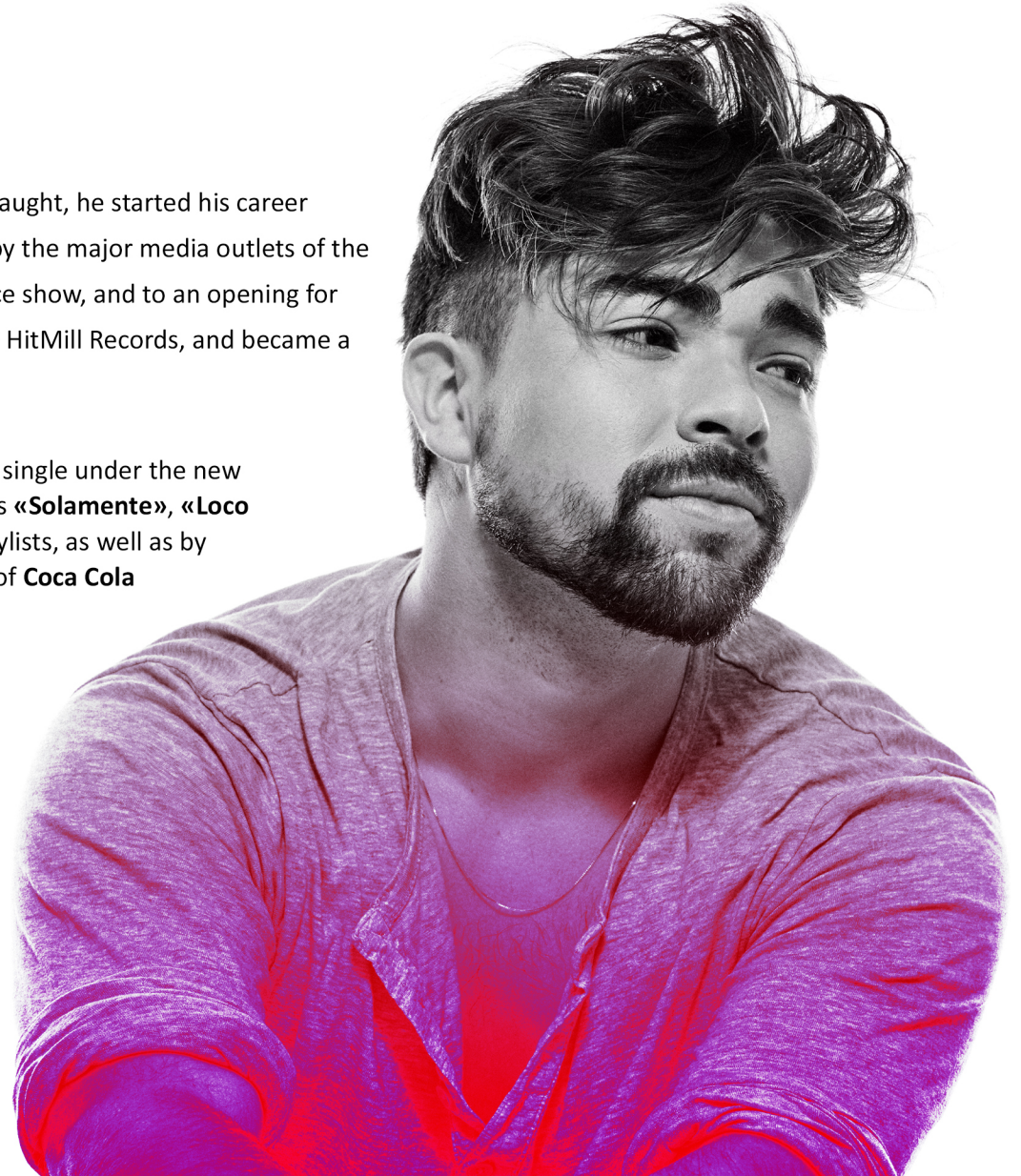
In 2017, Reyes signed with **The Hana Road Music Group**. «**Compass**» was his first single under the new label and it went viral on the biggest music platforms. Alejandro's following singles «**Solamente**», «**Loco Enamorado**» and «**Señorita**» were picked by the biggest Latin Spotify-curated playlists, 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**.

June 2019, Alejandro released his first EP with **The Hana Road Music Group** titled «**El Inicio**».

September 2019, Alejandro releases his single «**Por Favor**» along with a music video that was shot in Ukraine near Chernobyl area. Specially for this shoot, Reyes crafted a bionic hand by himself.

November 2019, Reyes collaborates with a platinum awarded Dutch DJ **Justin Prime** on a track titled «**Ladrón**».

February 2020, Alejandro releases a new track «**Mi Nena**» in collaboration with an Israeli star DL Malka.



# MINERVA

**ALEJANDRO  
REYES**

**DJ  
MALKA**

MUSIC VIDEO

WATCH NOW



LATEST SINGLE

# MI NENA

OUT NOW

PLAY NOW

LATEST ALBUM

# EL INICIO

551 600 streams on spotify

PLAY NOW

## VIDEOS



**POR FAVOR**

675 000 + VIEWS



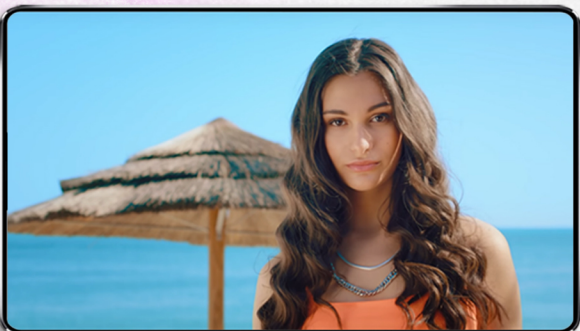
**BYE BYE**

1 190 000 + VIEWS



**LOCO ENAMORADO**

1 420 000 + VIEWS



**SEÑORITA**

1 225 000 + VIEWS



**COMPASS**

1 730 000 + VIEWS



**I ALREADY KNOW**

1 710 000 + VIEWS





3.11+

MILLION STREAMS ON



13k+

FOLLOWERS ON



8.4k+

FOLLOWERS ON





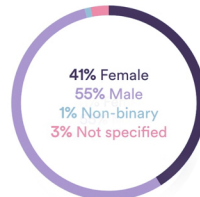
## STATISTICS

### Top countries

- 1 United States
- 2 Mexico
- 3 Switzerland
- 4 Argentina
- 5 Italy
- 6 Chile
- 7 Germany
- 8 Spain
- 9 France
- 10 United Kingdom

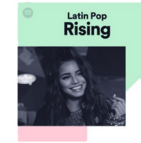
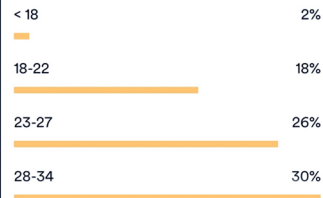
### Their gender

LAST 28 DAYS

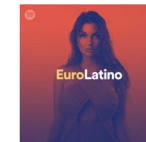


### Their age

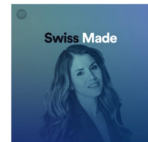
LAST 28 DAYS



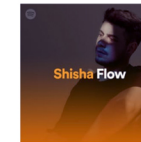
Latin Pop Rising



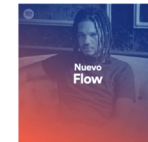
EuroLatino



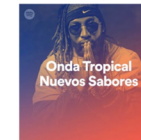
Swiss Made



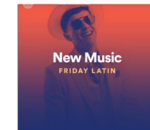
Shisha Flow



Nuevo Flow



Onda Tropical Nuevos Sabores



New Music Friday Latin

# *Coca-Cola* × 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



2018 - Eurovision Swiss **Finals**



2017 - Das Supertalent



2014 - The Voice France

## MENTIONS IN PRESS

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**MANAGEMENT & BOOKING**

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**SPONSORS:**

**ICEBERG**



Alejandro Reyes is the Official Ambassador  
of Fondation Etoile filante

