



ALEJANDRO-REYES.COM

ALEJANDRO REYES

LATEST SINGLE «BOUM BOUM»

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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.

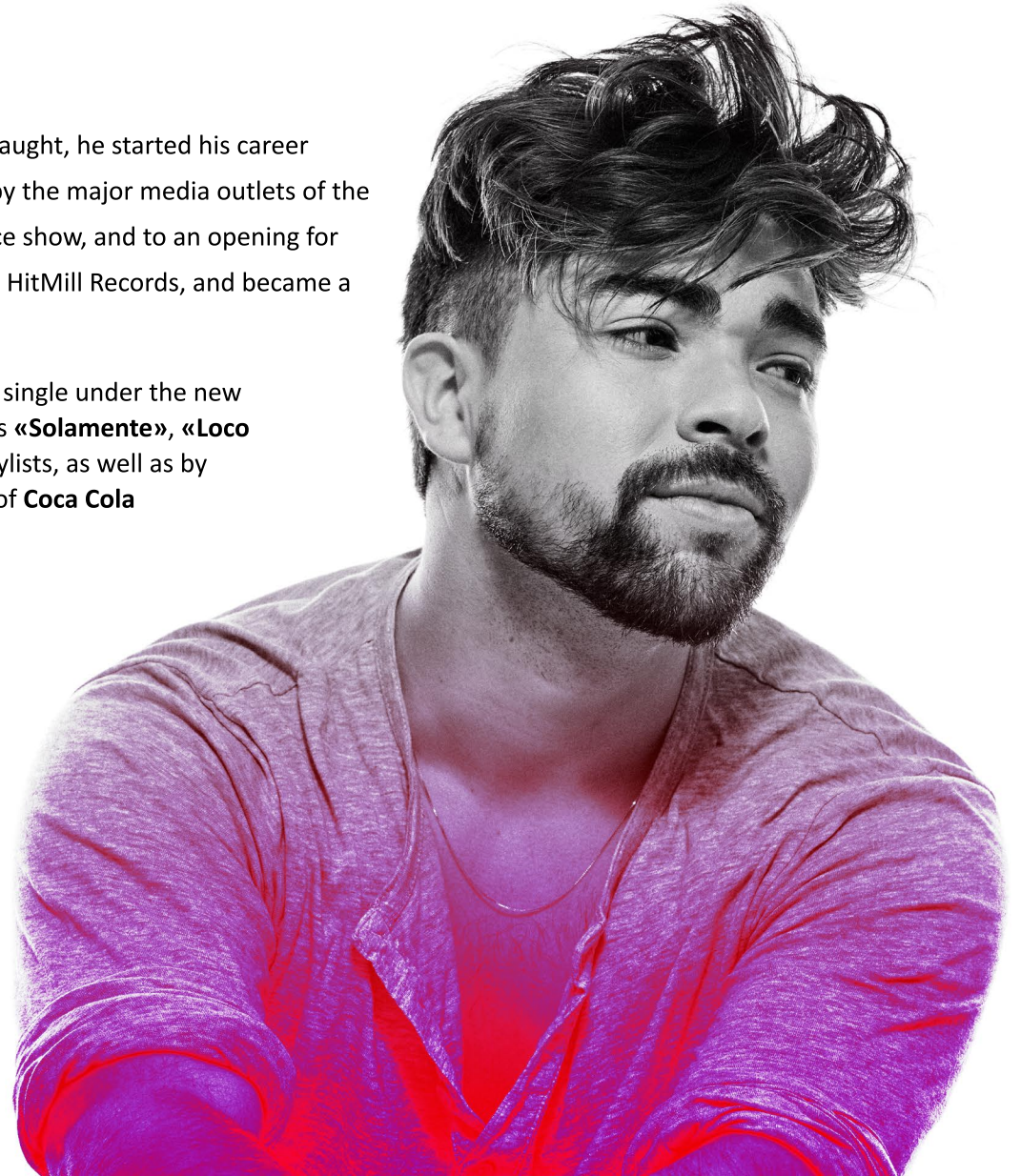
In 2017, Reyes signed with **The Hana Road Music Group**. «**Compass**» was his first single under the new label and it went viral on the biggest music platforms. Alejandro's following singles «**Solamente**», «**Loco Enamorado**» and «**Señorita**» were picked by the biggest Latin Spotify-curated playlists,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

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**».

In 2020 Reyes duets with **DJ Malka**, **El Tiger**, **LEROCQUE** and **Timebelle**. The latest single «**Boum Boum**» was released in October 2020.





b o u m
b o u m

MUSIC VIDEO

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LATEST SINGLE

BOUM BOUM

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LATEST ALBUM

EL INICIO

613 800 streams on spotify

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VIDEOS



POR FAVOR

738 000 + VIEWS



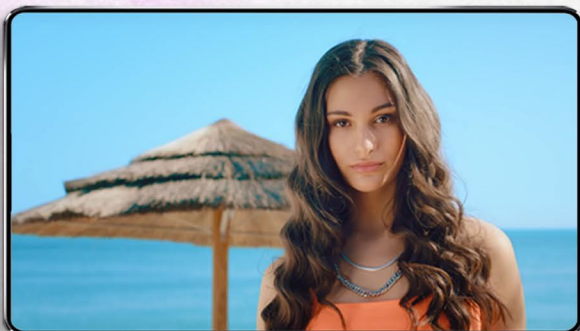
BYE BYE

1 220 000 + VIEWS



LOCO ENAMORADO

1 760 000 + VIEWS



SEÑORITA

1 285 000 + VIEWS



COMPASS

1 730 000 + VIEWS



I ALREADY KNOW

1 710 000 + VIEWS





4.15+

MILLION STREAMS ON



13.5k+

FOLLOWERS ON



8.4k+

FOLLOWERS ON



Coca-Cola × ALEJANDRO REYES

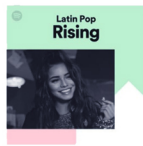
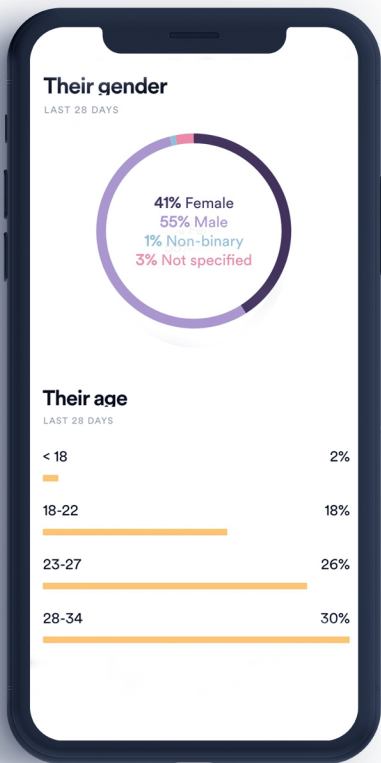
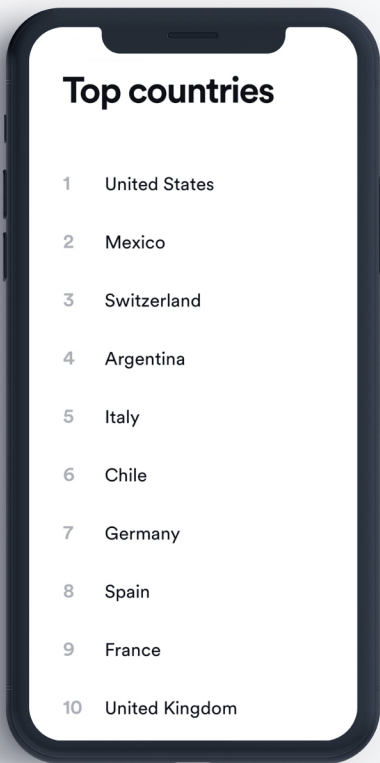
In 2019, Alejandro became an **Official Ambassador of the Coca-Cola Switzerland** and starred in the official video for the Coca-Cola Stories campaign.

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

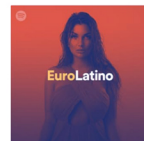




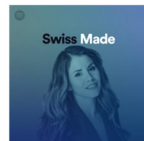
STATISTICS



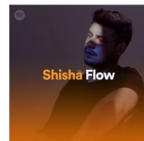
Latin Pop Rising



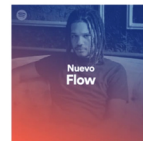
EuroLatino



Swiss Made



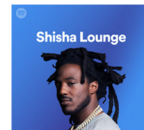
Shisha Flow



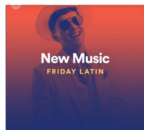
Nuevo Flow



Onda Tropical Nuevos Sabores



Shisha Lounge



New Music Friday Latin

PARTICIPATION
IN CONTESTS



2018 - Eurovision Swiss **Finals**



2017 - Das Supertalent



2014 - The Voice France

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**ALEJANDRO REYES
ON SOCIAL MEDIA**



MANAGEMENT & BOOKING

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SPONSORS:

ICEBERG



Alejandro Reyes is the Official Ambassador
of Fondation Etoile filante

