



ALEJANDRO-REYES.COM

# ALEJANDRO REYES

LATEST SINGLE «**VUELVES**»

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.

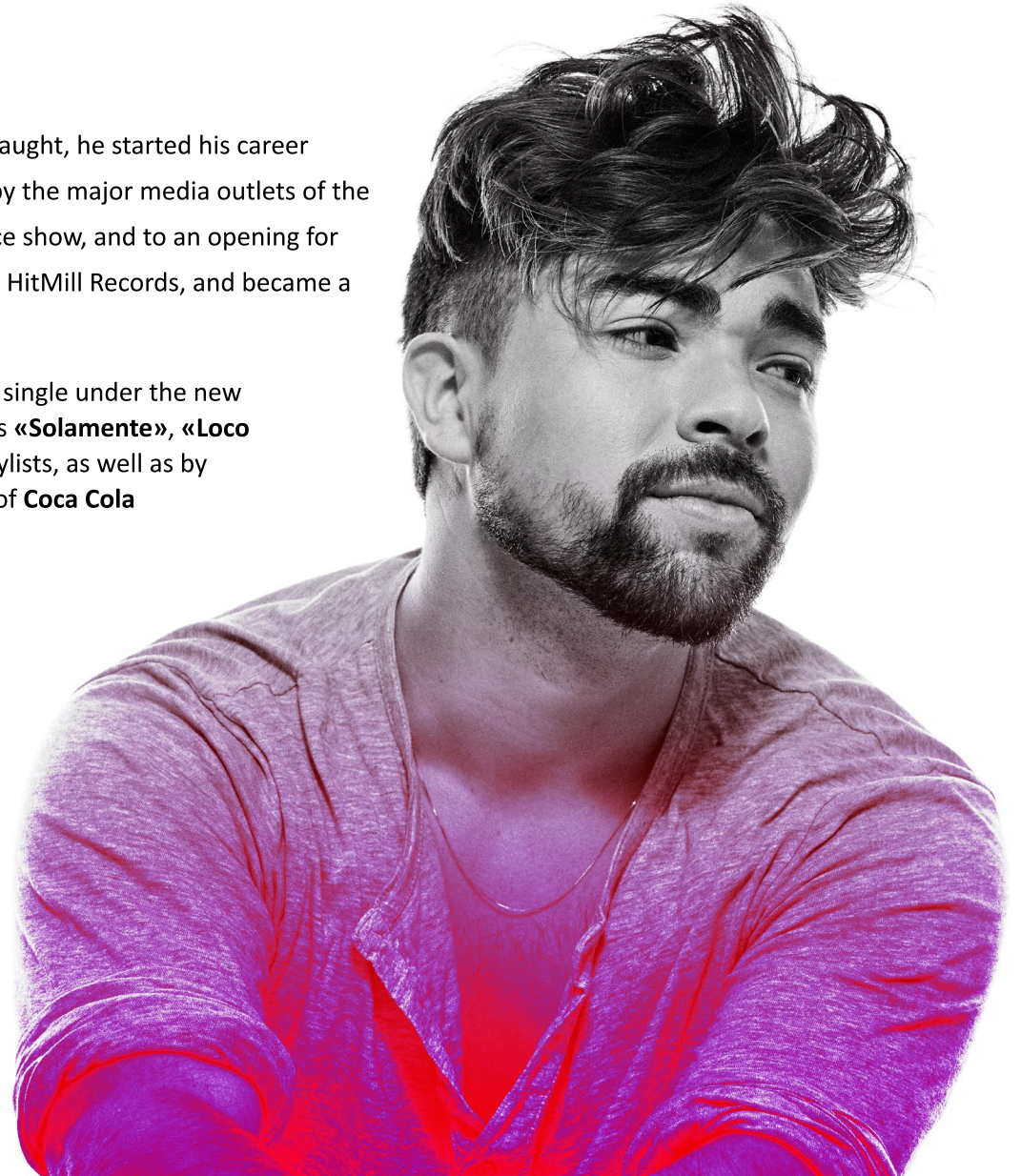
In 2017, Reyes signed with **The Hana Road Music Group**. «**Compass**» was his first single under the new label and it went viral on the biggest music platforms. Alejandro's following singles «**Solamente**», «**Loco Enamorado**» and «**Señorita**» were picked by the biggest Latin Spotify-curated playlists,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

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.

After that Alejandro releases a series of duets with a platinum award Dutch **DJ Justin Prime**, an Israeli star **Gal Malka**, Swiss artists **LEROCQUE**, **El Tiger** and **Timebelle**.

The latest single «**Vuelves**» was released in February 2021.





**ALEJANDRO REYES**

# VUELVES

**LYRIC VIDEO**

**WATCH NOW**





LATEST SINGLE

# VUELVES

PLAY NOW

LATEST ALBUM

# EL INICIO

637 800 streams on spotify

PLAY NOW



## VIDEOS



### QUIERO DARTE

1 034 000 + VIEWS



### BOUM BOUM

760 000 + VIEWS



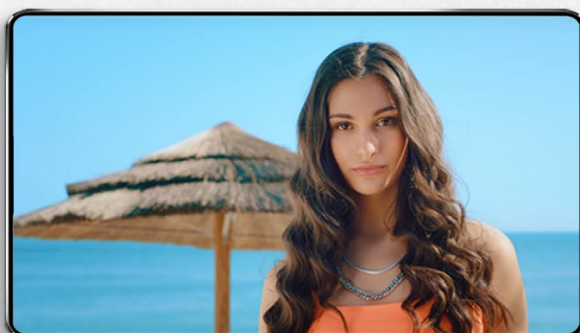
### BYE BYE

1 230 000 + VIEWS



### LOCO ENAMORADO

1 908 000 + VIEWS



### SEÑORITA

1 297 000 + VIEWS



### COMPASS

1 740 000 + VIEWS







4.69+

MILLION STREAMS ON



13.4k+

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.







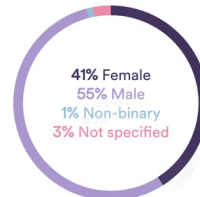
## STATISTICS

### Top countries

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

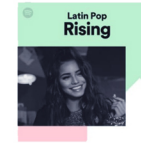
### Their gender

LAST 28 DAYS

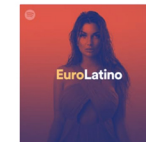


### Their age

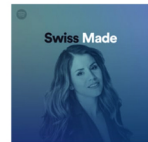
LAST 28 DAYS



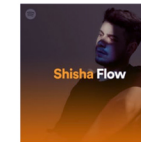
Latin Pop Rising



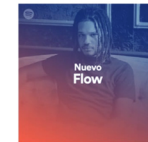
EuroLatino



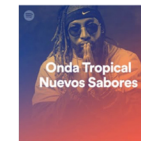
Swiss Made



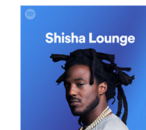
Shisha Flow



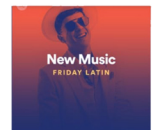
Nuevo Flow



Onda Tropical  
Nuevos Sabores



Shisha Lounge



New Music  
Friday Latin



## PARTICIPATION IN CONTESTS



2018 - Eurovision Swiss **Finals**



2017 - Das Supertalent



2014 - The Voice France

## MENTIONS IN PRESS

lematin.ch



Blick<sup>ch</sup>



coop  
coopération



PRESSEPORTAL



KXAN36  
CELEBRITY NEWS & HEADLINES





**ALEJANDRO REYES  
ON SOCIAL MEDIA**



**MANAGEMENT & BOOKING**

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**SPONSORS:**

**ICEBERG**



Alejandro Reyes is the Official Ambassador  
of Fondation Etoile filante

