



ALEJANDRO-REYES.COM

ALEJANDRO REYES

LATEST SINGLE «TI TI TI»

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.

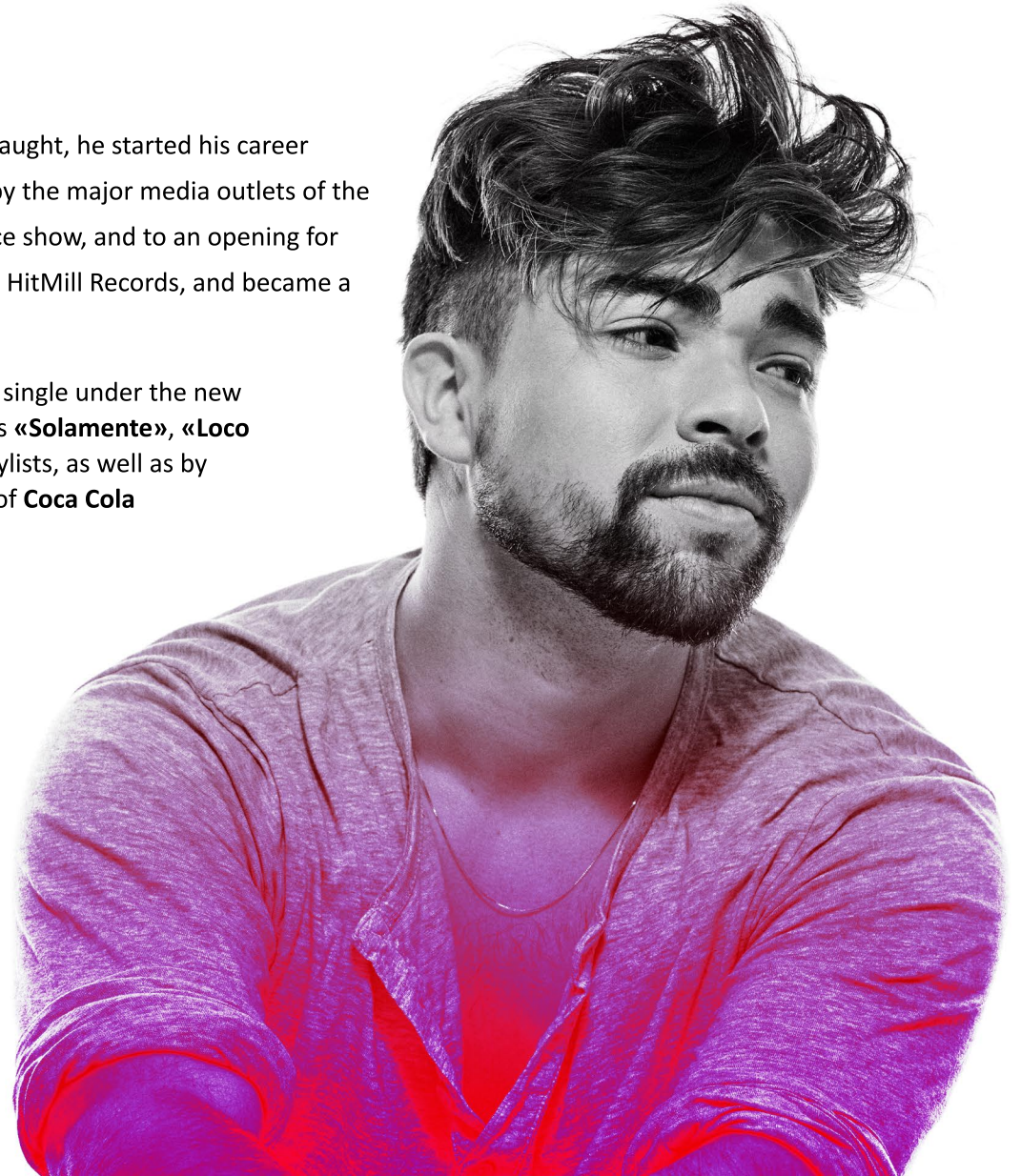
In 2017, Reyes signed with **The Hana Road Music Group**. «**Compass**» was his first single under the new label and it went viral on the biggest music platforms. Alejandro's following singles «**Solamente**», «**Loco Enamorado**» and «**Señorita**» were picked by the biggest Latin Spotify-curated playlists,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

Последнее предложение заменить на The latest single «**Ti Ti Ti**» was released in May 2021.





ALEJANDRO REYES

WUELVES

LYRIC VIDEO

WATCH NOW



LATEST SINGLE

TI TI TI

PLAY NOW

LATEST ALBUM

EL INICIO

641 800 streams on spotify

PLAY NOW

VIDEOS



QUIERO DARTE

1 035 000 + VIEWS



BOUM BOUM

760 000 + VIEWS



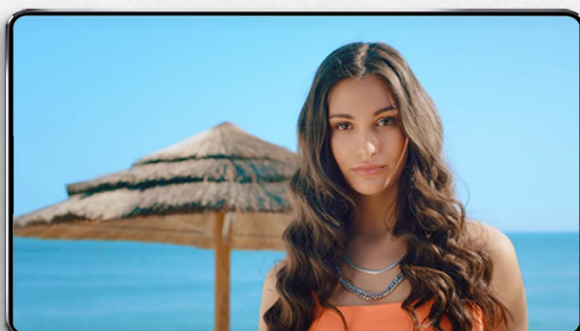
BYE BYE

1 230 000 + VIEWS



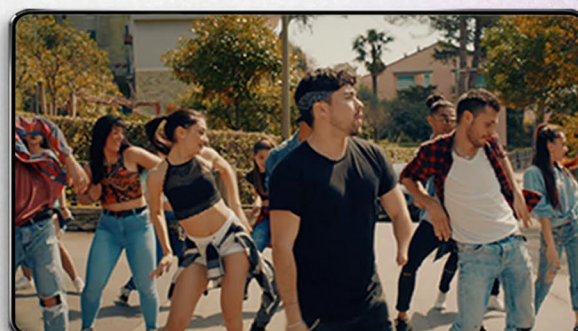
LOCO ENAMORADO

1 970 000 + VIEWS



SEÑORITA

1 300 000 + VIEWS



COMPASS

1 740 000 + VIEWS





5+

MILLION STREAMS ON



13.4k+

FOLLOWERS ON



8.4k+

FOLLOWERS ON



Coca-Cola

×

ALEJANDRO
REYES

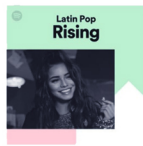
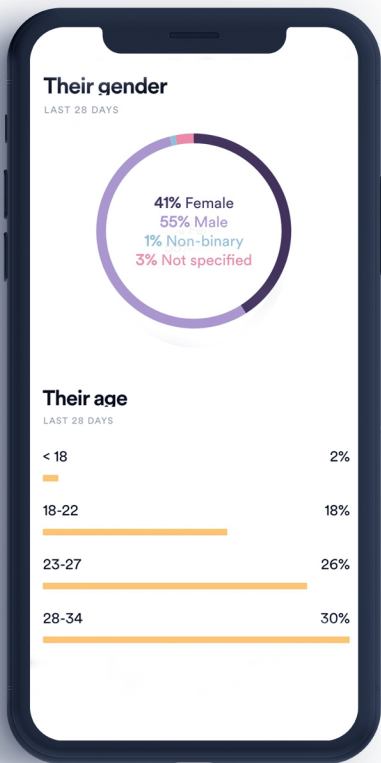
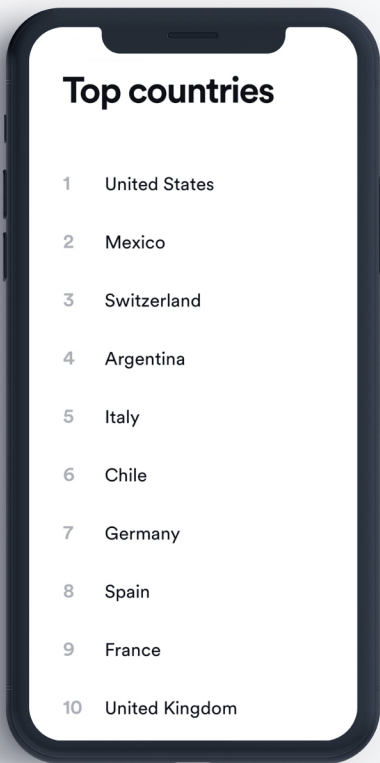
In 2019, Alejandro became an **Official Ambassador of the Coca-Cola Switzerland** and starred in the official video for the Coca-Cola Stories campaign.

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

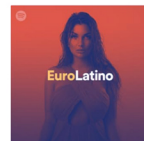




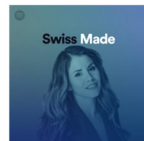
STATISTICS



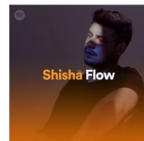
Latin Pop Rising



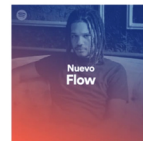
EuroLatino



Swiss Made



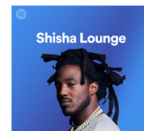
Shisha Flow



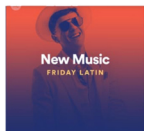
Nuevo Flow



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.ch >

coop
coopération >

PRESSEPORTAL >

KXAN36
CELEBRITY NEWS & HEADLINES >



**ALEJANDRO REYES
ON SOCIAL MEDIA**



MANAGEMENT & BOOKING

The Hana Road Music Group

artemy@thehanaroad.com

+41 79 839 08 97

SPONSORS:

ICEBERG



Alejandro Reyes is the Official Ambassador
of Fondation Etoile filante

