

Music Producer Raffles Van Exel Introduces Ukrainian Recording Artist Viktoria Ross to Hollywood

Ross Records Her First American Single "Money," featuring Ari Stylez at the Iconic Sunset Sounds Studio

HOLLYWOOD, CA, USA, June 30, 2017 /EINPresswire.com/ -- [Viktoria Ross](#) is on her way to make a mark in the pop and electronic dance music world with the debut of her first American single, "Money," produced and co-written by Music Producer and Entertainment Consultant [Raffles Van Exel](#). The Eastern European beauty is taking on the EDM movement with her vocals backed by high energy house music. "My style is pop with a mix of folk music and EDM," said Ross who loves to perform live.

It's no secret that music is a big part of the Ukrainian culture, from folk music to modern rock. Ross will add EDM to the traditional Ukrainian culture with her mash up of world music and hip hop. As an only child, Ross found her "brothers and sisters" in a music family when she attended a local music school. "When I was 14 years old, I enrolled in the Leonid Utesov Music Academy in Kiev," she said. "I was obsessed with the piano."

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Raffles van Exel, CEO of Raffles Entertainment, LLC



Viktoria Ross, a recording artist from the Ukraine, enters the U.S. music market.

While a music student, Ross met a well-known Ukrainian singer and producer who cast her as the lead singer of the band. "We topped the Ukrainian music charts," she said.

Ross comes from humble beginnings but her sound is unique and on a high level. "I was born and raised in a small village," said Ross. "My mom is a farmer and my dad is a truck driver." After graduating from music school, Ross knew her next step was to travel to the US to pursue her dreams of being an international music artist. "My family influences my music," said Ross. "They inspire and encourage me to create something big and amazing."

Raffles van Exel, president and CEO of Raffles Entertainment, met Ross and knew she had the talent to be introduced into the music industry. "Miss V is the next big international star," said van Exel. "She has the look of a super model with a heart of gold."

Van Exel co-wrote the song, "Money," with Anthony Paul for Ross and paired her with the best in the music production business, including [Ari Stylez](#), hip hop artist destined to be a legend. "Ari is a prodigy of the Grammy award-winning Chance the Rapper," said Van Exel. "He just collaborated with 4-time Grammy award-winning singer/songwriter PooBear and American Music Award nominee rapper Tyga."

Ross' new single, "Money," featuring Stylez can be downloaded by clicking on the link <https://soundcloud.com/iktoriaooss/money>.

Internationally known and most respected vocal coach to the stars [Seth Riggs](#) has taken Ross under his wing. Riggs created the vocal technique "Speech Level Singing" and has worked with performers such as Stevie Wonder; Ray Charles; Madonna; Prince; Johnny Hallyday; Barbra Streisand; Natalie Cole; Anita Baker; Julio Iglesias; Ricky Martin; Whoopi Goldberg; Prince; Michael Jackson; Cher; Tina Turner; Diana Ross; and Janet Jackson. "Viktoria's voice is so pure and so strong," said Riggs. "I'm totally in love with the warmth of her tone."

"Viktoria is in excellent hands with Seth Riggs," said Van Exel. "He is considered by the who's who to be the best and most successful voice teacher in the world."

Van Exel has surrounded Ross with the best in the entertainment industry from music producers, top vocal coach, fashion photographers, and the opportunity to record her song at the Sunset Sound Recording Studio in Hollywood, which has hosted world-class artists, Grammy nominees and winners including Prince; Rick James; Elton John; Celine Dion; Michael Jackson; Toto; Aretha Franklin; Tom Waits; Neil Young; Jennifer Holliday; Olivia Newton-John; Melissa Manchester; Barbra Streisand; Roberta Flack; Dolly Parton; Air Supply; Counting Crows; Deborah Harry; Jody Watley; Neil Diamond; Rita Coolidge; Lionel Ritchie; Sam Phillips; Fleetwood Mac; and Tom Jones.

"Viktoria has already channeled the energy of legends in the industry and is sure to soar to the top," said Van Exel.

About Raffles van Exel and Raffles Entertainment

Raffles van Exel, CEO of Raffles Entertainment, LLC, is a highly respected entertainment consultant having guided some of the world's most acclaimed executives and celebrities: Actor Quinton Aaron from the smash hit *The Blind Side* with Sandra Bullock; Soul-Funk icon Chaka Khan; the late King of Pop Michael Jackson, Whitney Houston, and Prince; Patti LaBelle; Lance Bass (founding member of iconic pop group, N'Sync); Flavor Flav of the iconic rap group Public Enemy and of the "Flavor of



Music Artist Viktoria Ross on the star-studded red carpet at the 1st Annual Celestial Awards Show in Southern California.

Love" fame; and the late Ray Charles. Raffles van Exel has produced for The Queen of Salsa - the late, great Celia Cruz; funk pioneer George Clinton; Sisqo; Nick Cannon; Howie Dorough (founding member of Grammy-nominated group, The Backstreet Boys); rap icon and actor Ice-T; and a host of other artists.

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Music Sensation Viktoria Ross with Music Producer Raffles Van Exel are greeted by Academy Award Winner Louis Gossett, Jr. and Award-Winning R&B Singer Howard Hewitt backstage at the 1st Annual Celestial Awards Show.



Seth Riggs, the world-renown vocal coach to the stars, has taken Viktoria Ross under his wing.

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