

Hip Hop Mogul Russell Simmons honoured at surprise Hip Hop 50 “All White & Cream” celebration held at iconic cathedral

Hip Hop Mogul Russell Simmons honoured at surprise Hip Hop 50 “All White & Cream” celebration held at iconic cathedral in Singapore, Alongside F1 Singapore

SINGAPORE, September 21, 2023 /EINPresswire.com/ -- The Hip Hop legend receives recognition from [Cordell Broadus](#) and [Gushcloud International](#), as they hosted Hip Hop's 50th anniversary debut party in Asia, featuring Singapore's hip hop artists such as Shigga Shay, Sheikh Haikel, and Dharni.



Russell Simmons (centre) accepts his award for his contribution to Hip Hop as Cordell Broadus (Snoop Dogg's son) and O'Neal McKnight (longtime friend) looks on

The enviable high ceilings, detailed stained glass windows, and signature white walls of Singapore's cathedral - Chijmes Hall served as the perfect venue for the aptly named “Hip Hop 50 All White and Cream Party” that honoured Hip Hop Icon [Russell Simmons](#) last week.

“

For 50 years Hip Hop has driven me, kept me alive and young. Now we're here in Singapore. It's a beautiful thing. God did all the work, I just rode along and now here we are.”

Hip Hop Icon Russell Simmons

The debut tribute party, organised by one of Russell's invested companies, Gushcloud International (a global end to end content and brands company powered by the creators) and Cordell Broadus (aka Champ Medici, Web3 Entrepreneur and Investor and son of Hip Hop superstar, Snoop Dogg) marks another milestone in the global

calendar of Hip Hop's 50th Anniversary in Asia.

Reflecting on his journey so far in his speech, Simmons said, "For 50 years Hip Hop has driven me, kept me alive and young. Now we're here in Singapore. It's a beautiful thing. God did all the work, I just rode along and now here we are."

He also shared his deep understanding of the genre as more than just the beats and the rhythm, "Hip Hop is the best brand building community in the world. If you listen closely it promotes consciousness, peace, and happiness which the world is losing. The Hip Hop community can bring us new powerful and inspiring elements that will save the world."

Furthermore, he expressed his confidence about the new wave of artists that will continue to make Hip Hop music relevant, "I'm very happy that you're here to celebrate with me, for the 50 years of Hip Hop and for 50 more years, with people like Cordell Broadus who will take us there. I'm excited for the young people who are taking on our footsteps, and who have new imprints that will change the world. We came from struggle, we told our truth, but our children are much greater than we were. This next Hip Hop generation will change the world."

Aside from Simmons, the event also recognized Singapore's top Hip Hop talents: rapper and actor Sheikh Haikel, rapper Shigga Shay, and beatboxer Dharni. The event also brought together some of Singapore's top influencers and content creators like Fiona Fussi, Marc Ryan, Tammy Tay to name a few. It also saw top investors in the financial and Web3 sector turn up for the event to celebrate Russell Simmons.

The most enduring legacy of Russell Simmons in Hip Hop is when he co-founded the music label Def Jam Recordings in 1984. Together with his business partner Rick Rubin, they started the hip hop revolution in the US by managing stars like the Beastie Boys, Public Enemy, Run-D.M.C., and



Russell Simmons (centre) with Gushcloud CEO and Co-Founder Althea Lim on his left.



Web3 company, Gorilla Gazing with top investors in Asia

LL Cool J. From 1992 to 1997, he also co-produced the Def Comedy Jam and Def Poetry Jam television programs.

Meanwhile as a businessman, Simmons is known for creating the clothing fashion lines Phat Farm, Baby Phat, Argyleculture, and Tantris. Simmons is also known for creating a fintech company called Unirush - parent of RushCard which he sold to Greendot for more than US 167 million dollars. Currently, Russell spends his days between Indonesia and the US, after successfully launching an exclusive luxury wellness hotel and resort in Ubud, Bali.

###

About Gushcloud International
Gushcloud International is a global content and commerce company powered by the creator economy. It connects audiences and brands to influencers and content creators through representation and management, brand strategy, marketing and activation services, media production, sales and distribution, licensing and co-creating significant IP in the content, media and event spaces.

The company has four units:

Gushcloud Agency, Gushcloud Entertainment, Gushcloud Studios and GC Live. With more than 300 employees, Gushcloud International operates in 11 offices globally including Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Korea, Japan, Greater China, Australia and the United States of America.

Ross Manicad
Gushcloud International
+63 9459856111



Russell Simmons with Singapore top beatboxer, Dharni



Russell Simmons dances as everyone watches on

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/656802456>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.