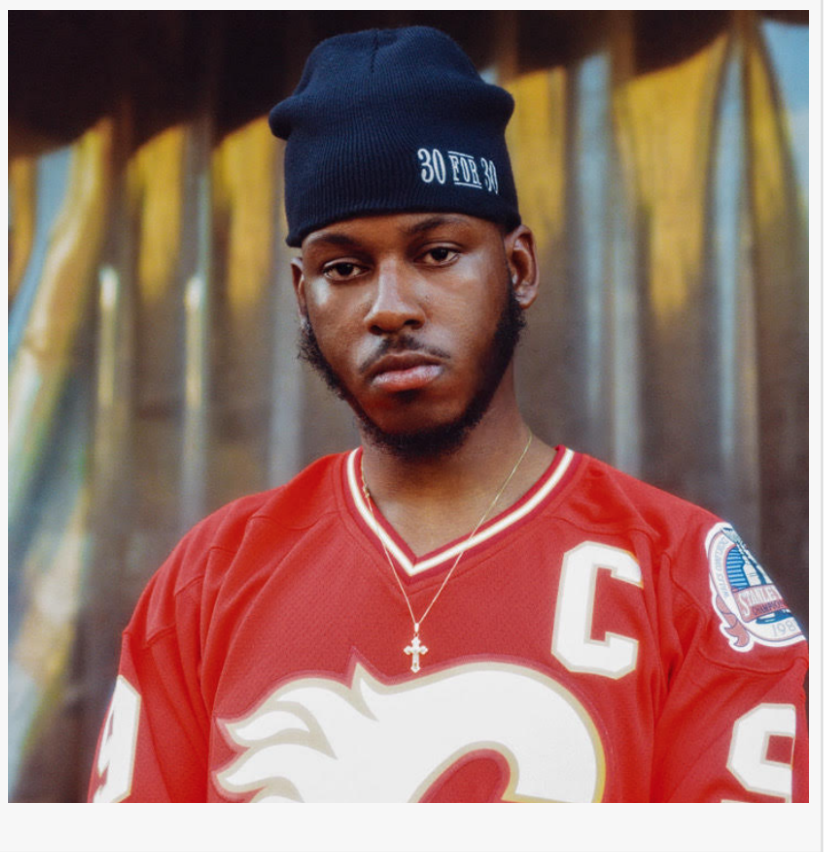


HIP Video Promo Presents: Jay Swishes drops epic new music video "Pronto"

Jay Swishes fuses Afrobeats, R&B, and Hip Hop on his brand new track "Pronto"

NEW YORK CITY, NY, UNITED STATES, February 18, 2025 /EINPresswire.com/ -- Effortlessly smooth rapper, singer-songwriter, and record producer Jay Swishes is coming into his own—refining his signature style packed with confidence and blending genres with hypnotic finesse. Born in Toronto, Canada, to Grenadian-born parents, Jay was raised in Brownsville, Brooklyn. Growing up in New York City wasn't always easy—pervasive violence and limited resources instilled in him a survival mindset, fostering an unshakable work ethic. With parents immersed in their musical pursuits—his home was always filled with hip-hop and gospel—it was only natural for Jay to soak up a passion for making music.



His sound ranges from gritty to exuberant to raw—infusing touches of different vibrant cultures to craft a new sound. Refreshingly vulnerable, he pours the good, bad, and ugly of his lived experience into his tracks, giving newfound and dedicated fans alike honest insight into the heart and mind of this determined musician. Some artists are all talk—but Jay is all about action—channeling his competitive spirit and tenacious drive to push himself further on every project. With a bright future on the horizon, Jay Swishes is one to keep a close eye on and an emerging force to be reckoned with in the rap game.

"Pronto" perfectly embodies Jay Swishes' brand: encouraging listeners to take life by the reins and chase their dreams without hesitation. Pulling threads from Afrobeats, Reggae, R&B, and Hip-Hop, Jay's flow is utterly irresistible, delivering each verse with captivating charisma. His authenticity shines through—these are his words, his life, and he owns them with pride. Just

when people thought he was out of the game, he came right back. Backed by a pulsing trap beat and masterful fusion of classic rap with fresh, lively production, “Pronto” is an instant earworm. It speaks directly to those who have worked hard, enjoying the fruits of their labor. Gaining traction soon after its release, this reflective anthem of celebration and resilience is an incredible display of his signature style—making one thing crystal clear: “Ain’t nobody do it better” than Jay Swishes.

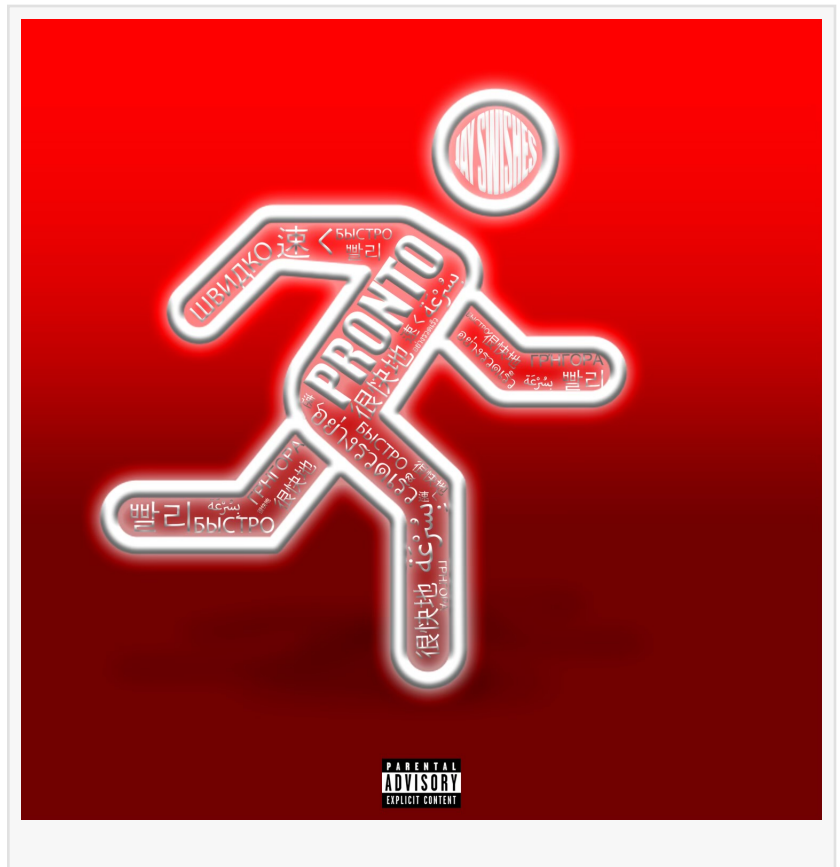
The “Pronto” music video delivers everything one would expect from a top-tier rap video—but elevated to new heights. Produced in collaboration with The WOPA Group and Teflon

Entertainment, it opens with a mysterious call—of course, Jay promises to get there “pronto.” His landing in New York City, with his girls in tow, evokes the unmistakable sense that something big is beginning with a subtle nod to the journey his parents made to America years prior. It’s the perfect visual to complement this anthem of ambition and achievement. Jay is on his rise to the top—so why not pour a glass to celebrate? It encapsulates the essence of his artistry—seamlessly intertwining polished, professional shots layered with electrifying cuts and flashes—with shaky “on the ground” videos of him and his girls dancing the night away. With its dynamic cinematography and storytelling, the music video is a bold statement—Jay Swishes isn’t just rising to the top; he’s here to stay.

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