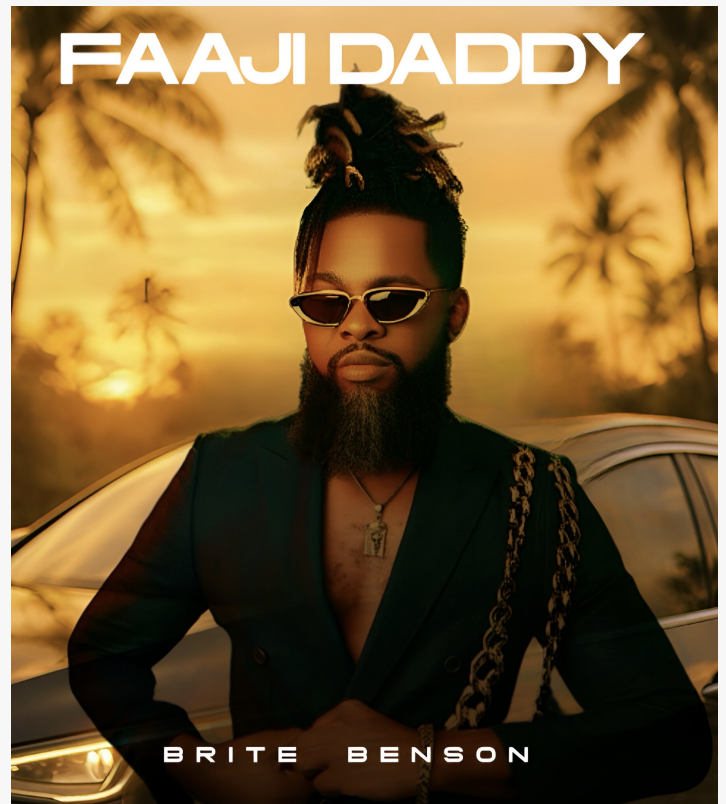


Brite Benson Returns with Afrobeat Lifestyle Anthem “Faaji Daddy”

LOS ANGELES, CA, UNITED STATES, October 3, 2025 /EINPresswire.com/ -- Afrobeat and Afropop artist Brite Benson released his vibrant new single “Faaji Daddy” on July 30, 2025, under Laalow Entertainment LLC. Known for blending Afro-fusion and conscious storytelling in past projects, Benson now embraces a bold evolution — stepping into his role as a cultural trendsetter and lifestyle brand.

Produced by Lah Lah, “Faaji Daddy” fuses Afrobeat roots with global sound engineering, delivering a sound that’s love-filled, feel-good, and inspiring. The track embodies faaji — a Yoruba word for enjoyment and celebration — with infectious grooves and magnetic hooks built for dancefloors worldwide.

“Faaji Daddy is more than a song — it’s a lifestyle, a celebration of joy, success, and living unapologetically,” says Brite Benson.



Brite Benson- FAAJI DADDY

The single’s energy was born in a Maryland studio session where even the sound engineer left the mixing desk to dance. The now-iconic hook came spontaneously when Benson chanted “Faaji

Daddy” during a break, sparking a chant that became the track’s centerpiece.

Backed by a cinematic video directed by AdamsGud, the rollout includes vertical cuts for TikTok, a viral #FaajiDaddyChallenge, playlist pitching across Spotify, Apple Music, and Boomplay, plus global club support from DJs and tastemakers.

“

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Brite Benson

With “Faaji Daddy”, Benson transitions from artist to brand — delivering not just music but a

movement rooted in culture, confidence, and lifestyle. Fans can expect upcoming live shows, visuals, and activations as the single cements him as a global Afrobeat voice.

For more information about Brite Benson, please visit:

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Youtube: https://www.youtube.com/results?search_query=BRITE+BENSON

Spotify: <https://open.spotify.com/artist/5SOgRAVsAevXCjEWYcJGMf?si=cd27417885f14e2c>

Itunes: <https://music.apple.com/us/artist/brite-benson/1194975343>

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