

GLOBAL STARS KEDWARD AVILÉS, ERIC WEST & SAMUEL MANCINI UNLEASH LUSINATE DANCE MIXES OF THEIR BILLBOARD #1 HIT 'CHOOSE'

Trio transforms their chart-topping hit into a high-energy electronic experience as they build on Best New Artist honors and target a new Latin Grammy chapter

LOS ANGELES, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Global stars Eric West, Samuel Mancini, and Kedward Avilés are taking their international hit "Choose" into a bold new electronic era with a brand-new collection of dance remixes from rising producer Lusinate.

Available now across all major streaming platforms, the new mixes reimagine both "Choose" and its Spanish-language counterpart "Tú Eliges" with pulsating beats, futuristic electronic textures, and a distinctive hyper-pop edge. The result is a high-energy sound built for clubs, festivals, radio, and playlists while preserving the hooks and emotion that made the original records connect with audiences worldwide.

Originally written by legendary producer-songwriters Jimmy Jam and Terry Lewis, alongside two-time Grammy nominees Bryan Abrams, Mark Calderon, Kevin Thornton, and Sam Watters, "Choose" has already established itself as a powerful global crossover record.

The Spanish-language version, "Tú Eliges," made history last year by reaching #1 on the [Billboard Latin chart](#), marking a landmark first for Jimmy Jam & Terry Lewis on Billboard's Latin charts. The song also became Latin Gold certified, giving all three artists their first Gold certification.

The record's international momentum continued when "Tú Eliges" debuted at #49 on the [Official UK Singles Chart](#) and #48 on the Official UK Downloads Chart. It became the first Spanish-



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language song to reach the Top 50 of the UK Singles Sales Chart in nearly seven years, following J Balvin's "X," which peaked at #46 in 2018. The track also reached #1 on the UK iTunes Latin Chart, with four remixes simultaneously landing in the chart's Top 5.

LUSINATE BRINGS A NEW ELECTRONIC ENERGY TO "CHOOSE"

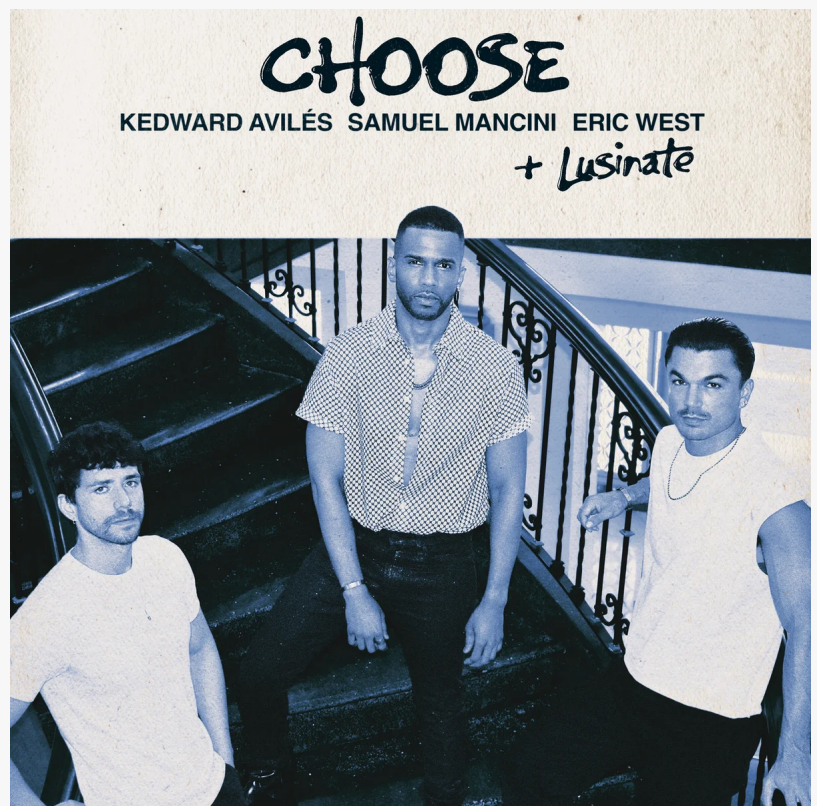
Lusinate's production takes the song into fresh territory without sacrificing its core identity. The "Choose" Dance Mix and "Tú Eliges" Dance Mix retain the records' instantly recognizable vocals and melodies while adding driving percussion, shimmering synths, dramatic builds, and a futuristic electronic pulse.

The English version amplifies the universal pop appeal of "Choose," while "Tú Eliges" brings its Latin-pop identity into an electronic setting. Together, the mixes create a bilingual dance release that connects pop, Latin, and electronic audiences—and gives the songs an entirely new life on the dance floor.

The transformation also arrives at a significant moment in the trio's career. Following their Ritmo Latin Award for Best New Artist, the Lusinate project positions "Tú Eliges" for a potential new awards-season milestone, putting the song firmly in the conversation for consideration in the Best Electronic Music Performance category at next year's Latin Grammy Awards.



"Tú Eliges" Single Cover



"Choose" Single Cover

For UK dance fans, the campaign goes even further. Additional Lusinate remixes will be released exclusively in the UK through Bandcamp, offering special versions that will not be part of the standard streaming release.

The trio recently appeared on the #1 Latin morning show in America and Latin America, [En la Mañana](#), performing “Tú Eliges” and teasing the arrival of the new dance mixes.

With the remixes now released, Eric West, Samuel Mancini, and Kedward Avilés are preparing for another major international campaign. This fall, the trio will travel throughout the UK, France, and Italy for promotional appearances across radio, television, and other media, bringing their growing catalog to audiences throughout Europe.

About Samuel Mancini:

Samuel Mancini has quickly reestablished himself as one of Billboard’s top emerging artists. His recent single “SOAK” became a global sensation, reaching #1 on the U.S. R&B iTunes Chart, peaking at #3 on the UK R&B iTunes Chart, and charting in more than 40 countries. The track also entered the Billboard R&B Singles Top 10 and reached #32 on the UK chart.

Mancini’s earlier mixtape, FEED THE FIRE, cracked the Top 25 on the Billboard Albums Chart, further establishing his reputation as a forward-thinking and versatile artist. A true multitalented performer, Mancini has also appeared in films alongside acclaimed actors including Diane Keaton and Timothée Chalamet.

About Eric West:

Eric West, named a “Style Icon” by GQ and Cosmopolitan’s “Hottest Actor of the Year,” brings his distinctive charisma and crossover appeal to “Tú Eliges.” A seasoned artist and entertainer, West has received honors including the Future Style Icon Award at the 9th Annual Style Awards and VIBE Magazine’s NEXT Award.

He has partnered with global brands including Coach, Lexus, and Intel. His film credits include starring alongside Bruce Willis in Fortress, appearing in Amazon’s Just for Showmance, and the British box-office hit The Hurler: A Champion’s Tale. West continues to build his profile across music, film, television, and fashion.

About Kedward Avilés:

Kedward Avilés is a beloved Puerto Rican entertainer whose career spans music, film, television, and theater. He is known for his work in the film adaptation of West Side Story and the hit television series Súper Chef, as well as major theatrical productions including Evita and Into the Woods.

Avilés has performed at prestigious international events, including the 2020 Inauguration and the 500th anniversary celebration of San Juan, and has appeared in campaigns for major brands including Honda, Hyundai, and Pepsi. His dynamic performance style and international presence continue to make him a distinctive force in the entertainment world.

Bill Corbett

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