BMD DJs Join 38 Talent

38 Talent is thrilled to announce the signing of South African DJ duo BMD DJs under its pioneering 38 Talent Artist Partnership.



BMD DJs with 38 Talent Founder & CEO, Pascal

JOHANNESBURG, SOUTH AFRICA, November 2, 2026 /EINPresswire.com/ -- Biological sisters born and raised in Pretoria, BMD DJs began DJing in 2024. With Amapiano at the heart of their sound, the duo bring energy, powerful beats and a shared passion for performing to the decks. Their sets are built around a direct connection with the audience, bringing the crowd right into their performances.

Now joining the 38 Talent roster, the sisters are ready to build on that foundation and take the next step in their careers. The 38 Talent Artist Partnership will focus on developing their artistic identity, strengthening their brand and creating opportunities to bring their sound to audiences beyond South Africa, particularly in Europe and the Americas.

The 38 Talent Artist Partnership is a capital-powered artist partnership that is pioneering within the industry; it is neither a traditional label-debt model nor a simple management deal. Instead, the partnership offers a newly developed, fully integrated platform that brings together the four pillars of an artist's career — brand, product, promotion, and performance — into one clearly structured framework. This structure empowers the artist to focus on creating and performing, while enabling 38 Talent to manage and execute the business side of the artist's career.

For BMD DJs, this means a structured approach to turning their ambition into sustained development, with international positioning forming a central part of the partnership. The partnership covers artist development, management, recording and publishing. Follow 38 Talent and BMD DJs across their official platforms for upcoming announcements, performances and releases.

> Joining 38 Talent is the exciting next level we've been looking for, connecting us with a team of professionals, a global network, and a focused strategy to grow our careers internationally."
>
> *BMD DJs*

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BMD DJs are ready to take the next step in their careers with 38 Talent



BMD DJs signing and celebrating with the 38 Talent team

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