

Sasha Joy

**MEDIA
KIT**



SINGER - SONGWRITER



About Sasha Joy

Sasha Joy crafts bold, genre-blending soul music rooted in groove, emotion, and sharp songwriting. Fusing elements of soul, R&B, funk, jazz, and world music influences, her sound is both familiar and unexpected — warm vocals meet crisp arrangements and vivid lyrics. With a voice that moves between softness and strength, Sasha Joy offers music for people in motion: those stepping into new chapters, navigating real feelings, and craving something honest.



With early influences ranging from Lauryn Hill and Amy Winehouse to funk- driven basslines and the world music she grew up with, Sasha Joy builds a world where raw emotion meets sharp musicality. Whether unpacking a moment of heartbreak or capturing the feeling of starting over, she writes with precision, empathy, and clarity.

In an era of overproduction and sameness, Sasha Joy offers something refreshing: music that feels personal, well-crafted, and timeless — without trying too hard. She's not chasing trends. She's building something of her own, one song at a time.

Press / Reviews

"Beams with both emotional depth
and musical sophistication"
"An immediate standout"

Earmilk



"Heralds her arrival as one of the
UK's most exciting rising artists"

CLOUT

"A masterclass in vocal grace, artistic
depth & emotional authenticity."

Cage Riot

"One of the most exciting new
voices in the UK music scene... a
fearless genre-bender with a
sharp pen and a unique voice"

Plastic Magazinee

"Sasha Joy only reaffirms her
talent but also promises to
become one of the most influ-
ential voices of her generation."

A98 Studio

"A defining statement of vision
and craft. Boundary-breaking
vision"

Music Crowns

"Clear, soulful and
unmistakably hers ... A
truly unique sound"

Magnetic Magazine



CONTACT

