

LATTO

ATLANTA NATIVE, RIAA-CERTIFIED PLATINUM RECORDING ARTIST

Raised in Atlanta, GA, 22-year-old rising rapper Latto has been making a name for herself since she was 10 years old. The Rap Game Season One winner has continually released music since 2016 and signed with RCA Records in 2020. In June 2019, Latto released her EP Big Latto, which included her breakout-hit song "Bitch From Da Souf." The December 2019 release of her follow-up project, Hit The Latto, contained the remix version of the track featuring Saweetie & Trina, the accompanying video has been viewed nearly 70.2 million times. Combined, both versions of "Bitch From Da Souf" have over 129 million streams on Spotify and Apple alone, along with recognition from Timberland, Demi Lovato, and more. Prior to the aforementioned, her impressive catalog of music includes Miss Mulatto (2016), Latto Let 'Em Know (2017), and Mulatto (2018).

Her track "Bitch From Da Souf (Remix)" featuring Saweetie and Trina went RIAA-certified Platinum, making Latto the first solo female rapper from Atlanta to accomplish this feat. The 22-year-old was also one of only two women inducted into the XXL 2020 Freshman Class, earning her another major milestone in her burgeoning career. In addition to her own music, Latto has been inescapable; from her cameo in Cardi B's iconic "WAP" video featuring Megan Thee Stallion, to countless features including Chris Brown & Young Thug's "Go Crazy (Remix)" with Future and Lil Durk, Chloe & Halle's "Do It" (Remix) with Doja Cat and City Girls, NLE Choppa's "Make Em Say" and Hitmaka's "Thot Box (Remix)," she's proven that Big Latto is bigger and better than ever before.



RECENT | TOPLINE NEWS



Latto was featured on the cover of L'Officiel Australia and Monte Carlo

“She was born to rap... Her music is able to be honest and self aware, all while paying homage to her Southern roots.”

HIGHSNOBIETY



Latto joined Power 106 for Freestyle #123 with L.A.Leakers

MUSIC

"SOUFSIDE" (2021)

- Latto's hit single "Soufside" was released with a music video where she pays homage to her roots.
- She gave an explosive performance of her song at the 2021 BET Hip-Hop Awards



"BIG ENERGY" (2021)

- Her single "Big Energy" hit Top 25 Rhythmic Radio charts and received over 3 million views on YouTube .

"QUEEN OF DA SOUF" ALBUM (2020)

- Latto released her debut studio album "Queen of da Souf" with star-studded guests like Gucci Mane, 21 Savage, Saweetie, and City Girls.
- The album debuted at number 44 on the Billboard 200.

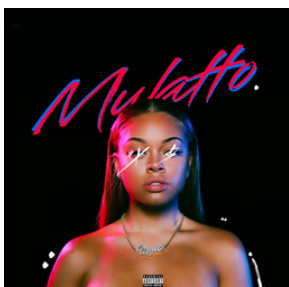


"MUWOP" (2020)

- "Muwop" peaked at number four on the US Billboard Bubbling Under Hot 100 chart.
- The single is RIAA certified Gold and is her second most popular song on Apple Music.

"B*TCH FROM DA SOUF" (2019)

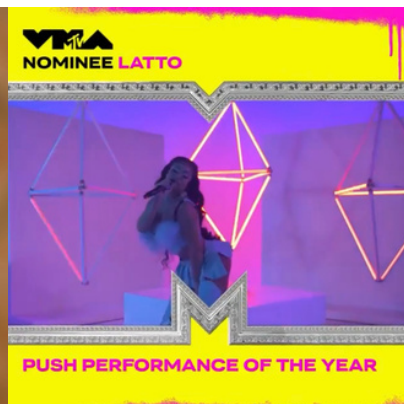
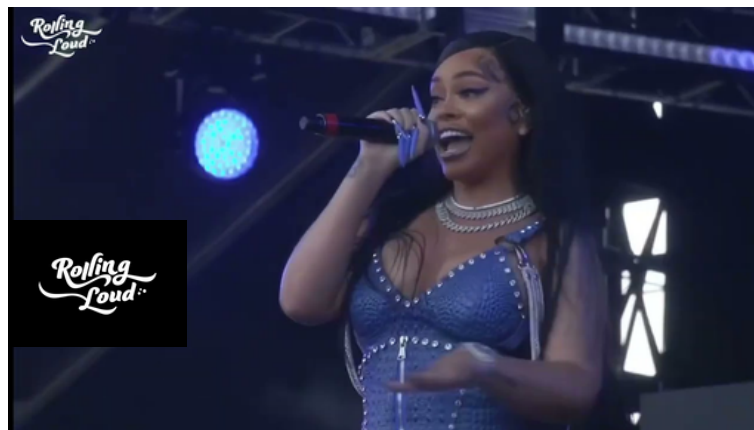
- Her breakout single "B*tch From Da Souf" from her EP 'Big Latto,' reached over 10M+ total streams and 5.1M+ views on YouTube.
- Latto's most popular single with a RIAA Platinum certification has been followed with a music video and a remix with Saweetie Trina.



"MULATTO" (2018)

- Prior to her name change., Latto released her album "Mulatto".

AWARD SHOW / PERFORMANCES



FASHION

LATTO X PRETTY LITTLE THING TEAM UP

PRETTYLITTLETHING



FASHION HIGHLIGHTS

BET★

Latto Sizzles In A Sexy Red Fringe Bodysuit To Perform At The 2021 BET Hip Hop Awards

Whew, sis is smoking hot!

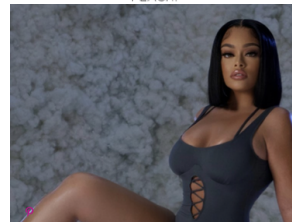


(Photo by Aaron I. Thornton/Getty Images) By Emerald Glass October 5, 2021

ESSENCE

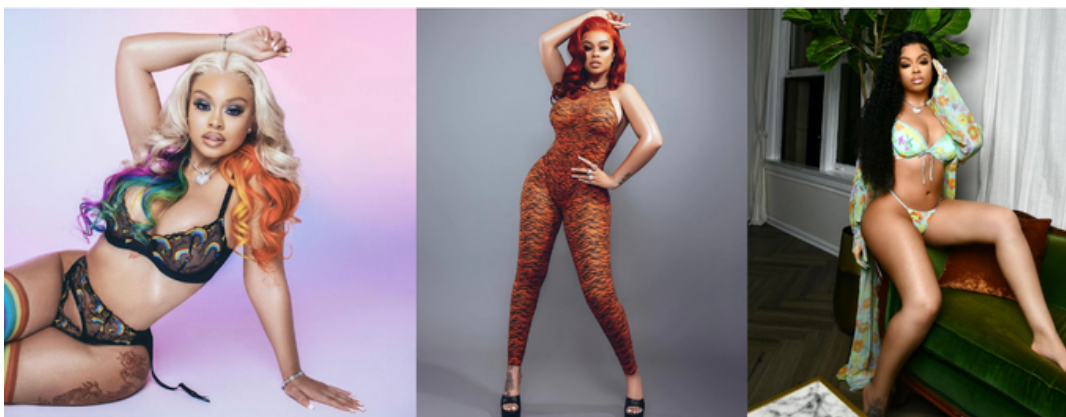
Big Latto And Icon Swim Team Up To Create A Swimwear Collection

THE GEORGIA-BASED SWIM BRAND COLLABS WITH OUR FAVORITE GEORGIA PEACH.



BY GREG EMMANUEL - UPDATED AUGUST 16, 2021

LATTO JOINS THE SAVAGE X FENTY FAMILY



AWARDS AND STATS

AWARDS WINS



Youth Hip-Hop / R&B Award (2016)



iHeartRadio's On The Verge Artist



MTV Global Push Artist of the Month - February (2020)

NOMINATIONS



Best New Hip-Hop Artist (2020)
Best Female Hip-Hop Artist (2021)



PUSH Performance of the Year "Sex Lies"



Best Push



Best Collaboration - "Go Crazy Remix" Chris Brown ft.
Young Thug, Future, Lil Durk, Latto

STATISTICS

- 10M+ total streams / 4.7M monthly streams on Spotify
- 259M+ total streams on Apple Music
- 1.26M subscribers / 391.5M total channel views on Youtube

RIAA - CERTIFICATIONS



"Bitch from da Souf" (2019)



"Muwop" (2020)

SOCIAL IMPACT

billboard

Latto Gives Back to Young Moms in Need During 'Latto 4 The Ladies & Babies' Christmas Event

Families were gifted meals, Black Santa merchandise, toys, Visa gift cards, filled stockings, free skating passes and more goodies at Georgia event.



Win Some Give Some is founded by Atlanta native Latto to empower at-risk young women by providing them resources and support to achieve a lifetime of success.

