

PRESS RELEASE

For Immediate Release

MULTIFACETED ARTIST ROXANA FRONTINI, A.K.A. ROX, LAUNCHES HIT SINGLE "TU DIRECCIÓN" ON SPOTIFY, FOLLOWED BY EXCLUSIVE MERCHANDISE LINE

Miami, April 22, 2024 - Multifaceted pioneer artist Roxana Frontini, known professionally as ROX, has taken the music world by storm with the release of her latest hit single, "TU DIRECCIÓN" [Your Direction] on Spotify. The bilingual song, which debuted on April 11, has quickly garnered widespread acclaim, captivating audiences with its unique blend of musical styles and heartfelt lyrics.

"Tu Dirección" marks another milestone in Roxana Frontini's dynamic career, showcasing her versatility and innovative approach to music. Drawing on her diverse cultural influences and artistic vision, ROX delivers a captivating performance that resonates deeply with listeners around the world.



Roxana (ROX) Frontini "TU DIRECCIÓN" Single on [Spotify](#)

With its infectious melody and powerful vocals, "TU DIRECCIÓN" has already become a favorite among fans, earning praise for its emotional depth and universal themes of mindset, sense of self-direction and focus on what we want in life. The song's success on Spotify emphasizes ROX's status as a trailblazing artist with an unwavering commitment to artistic excellence and conscious empowerment.

In addition to the release of "TU DIRECCIÓN" on Spotify, Roxana Frontini has exciting plans for the coming months. In May, she will unveil the exclusive music video for the song, offering fans a visually stunning accompaniment to the music. Showcasing latin american fashion designers and stunning locations that merge nature and urbanism in a unique stunning composition.



Roxana (ROX) Frontini "TU DIRECCIÓN" Photoshoot

Furthermore, Roxana Frontini will launch an exclusive merchandise line inspired by "TU DIRECCIÓN" featuring illustrations by the artist herself. From stylish apparel to collectible accessories and art, the merchandise line will offer fans a unique opportunity to connect with ROX's music on a deeper level and benefit from the meditative qualities of the artists' creations.



"BRAVE BOOTS" Illustration by Roxana Frontini

As "TU DIRECCIÓN" continues to captivate audiences worldwide, Roxana (ROX) Frontini invites fans to join her on this exciting musical journey. To listen to the song on Spotify and experience its undeniable magic, [CLICK HERE](#). Stay tuned for the release of the exclusive music video and merchandise line, coming soon!

For more information, contact:

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Music Links:

Single: TU DIRECCIÓN

Spotify: <https://open.spotify.com/track/0mSPEnDGjaTVhDMjgvVBIA?si=b444735ff0a84a06>

Artists Links:

IG: <https://www.instagram.com/roxfrontini/>

SPOTIFY: <https://bit.ly/roxonspotify>

TIKTOK: <https://www.tiktok.com/@roxfrontini>

YouTube: <https://www.youtube.com/@ROXFRONTINI>

Atelier Website: <https://roxanafrentini.com/>

Artist Website: <https://roxfrontini.com>