

## Finding Her Own Voice

As Lumidee's artistry evolved, so did her independence. "You have to protect your energy," she says. "When you start gaining attention, everyone suddenly has an opinion — what you should do, how you should sound. But you have to know whether it's your voice you're hearing, or everyone else's."

Success, she's learned, is about alignment. "When you follow your own path, even if it fails — it doesn't hurt the same way. But when you go against yourself and it doesn't work, that's when you lose twice." Her current sound weaves together elements of soul, crossing multiple genres and resonating with profound authenticity. This evolution mirrors her journey as both an artist and a woman, a transformation beautifully captured in her album 10-13. Each track unfolds layers of emotion and experience, inviting listeners to connect deeply with her storytelling.

## Unscripted Harmony

Though rooted in hip-hop and R&B, Lumidee's taste now spans worlds. Her mornings sometimes begin with the velvet warmth of Frank Sinatra, or the slow pull of jazz. "When I was on tour in Australia, I wandered into this little jazz lounge — just a piano, a voice, the energy was grown and peaceful. I could go there every day." Jazz, she says, may one day become a creative space she returns to — "A sound that feels like where I am now: grounded, reflective, evolving with grace."

**Hair:**  
Jean Marc Choffel

**MU:**  
Nathy Makeup

**Photography Asst:**  
Nikko Matiz

**Art Direction:**  
Paul Vorozhbit  
Kami Sloan

**Location:**  
ChoZen Retreat



## From Music to Meaning *The Birth of luvfire*

For Lumidee, **luvfire** was born out of stillness — the moment she finally tuned out the noise of the world to listen inward again. Music had always been her first love, but she sought another medium to heal and connect. Candles became that sanctuary — a daily ritual that became transformative.

She began blending scents and oils that soothed and inspired, channeling her creativity into tangible energy work. Each scent and goddess holds a reflection of her journey. "Even in stillness, there is movement; even in softness, there is power," she says. "Winning, being your true self, is the best feeling. Even if you lose, being your true self isn't bad — because you can always continue. You just gotta be true to who you are. And if you don't know, it's okay to pause."

Through this work, Lumidee found grounding and connection — both with her children and her community. "I found calm in small rituals — lighting candles, taking me-time — and that eventually led to creating something new, which gave me healing and purpose." Everything she creates carries intention. "No matter where you are in life, you have the power to change your circumstances. It's not about wealth or fame — it's about balance, love, and feeling whole." Motherhood deepened that understanding. "Having a daughter gave me a purpose that was beyond me — an accountability checker. I realized I had to be a strong example for her."

"I recognized that she had a talent for drawing after seeing a small book of her sketches. Realizing she had a gift and wanting to retain an artist for my brand, I provoked her to create visuals and connect to her own goddess energy and **luvfire** was born." Raising a son with autism, she says, taught her patience and compassion. "Being a single mom showed me how to handle whatever life throws your way."

"It's about finding the fire within you — the passion for what you love — and putting that at the center of your world." Her father's wisdom still guides her: "As long as you believe in yourself, you can do anything." And that belief fuels everything she touches from beats to business to the quiet light of a candle. "If people feel uplifted and feel positivity that's what matters. All that I do is an extension of that and I can't wait to share it with the world."

[luvfire.com](http://luvfire.com)

