

ROBIFY (rSTAR) Press Kit

Artist Bio: ROBIFY is an artist who doesn't just make music; he creates soundtracks to his story. With raw energy, confidence, and a unique blend of vulnerability, his music reflects his personal journey through mental health struggles, self-discovery, and the relentless pursuit of becoming a star. *rSTAR* marks the moment when 'Rob' transforms into 'ROBIFY'—a full embrace of individuality and artistic identity.

Album Description: *rSTAR* isn't just an album—it's an arrival. ROBIFY steps fully into the spotlight, leaving "just Rob" behind and claiming his space as a star. Every track represents a different point on the star—different sounds, feelings, and chapters of his story—but they all orbit the same truth: this is personal. With raw honesty and a unique blend of confidence and vulnerability, *rSTAR* marks the end of an era and the beginning of something greater. At its core, this album is a goodbye to the past and a bold first step into the future.

Track Descriptions:

1. WHERE U HIDE - A self-reflective opener exploring identity, purpose, and the journey to becoming your true self.
2. SIDELIGHT - A bold moment of realization—after years of being overlooked, ROBIFY steps into his spotlight.
3. PURPLE SPHERES - A two-part emotional release. The first half reflects on past pain; the second half cuts ties and reclaims power.
4. SAME CLOTHES - A vulnerable track about allowing love back in, even after being guarded for so long.
5. POISE - Sharp, confident, and unapologetically bold. ROBIFY owns the mic with precision and pride.
6. LEAKER - Fast-paced and flirtatious, this track taps into his wild side—fun, confident, and unapologetically free.
7. 4LYFE - A heartfelt plea for something real: a connection built on truth, not performance.
8. ANYWHERE ELSE? - Speaks to discomfort with life's current state, paired with the quiet hope that love can take him somewhere better.

9. HIT THE PLUG - An anthem of defiance and growth—once affected by hate, now dancing past it with confidence.
10. HIDDEN IN A GROOVE - The final reveal: ROBIFY is hiding in the music itself. *rSTAR* is not just a project—it's his world.

Contact & Links: For press, collaborations, and inquiries:

Email: mgmt@robify.us

Follow ROBIFY:

Instagram: [@robifymusic](https://www.instagram.com/robifymusic)

Stream *rSTAR*:

Spotify:

<https://open.spotify.com/album/3E3tp4Wbjtd4UCMnCTq4gF?si=g30G4tx5R6SQbGxFrHGgGg>

Apple Music: <https://music.apple.com/us/album/rstar/1803506357>

Official Website:

robify.us