

Bloody Amzo Talks Modeling, Music, and Culture From Milan, Italy

Bloody Amzo is a musical artist, model, and Instagram personality from Milan, Italy. Sporting a deep cultural heritage from Milan, Italy, he has worked with I-D, Vogue, and been a force on the runway and in the studio.



rapper, and personality from Milan, Italy. His creative approach to branding himself pulls from creative influences like Travis Scott, Bloody Osiris, Soulja Boy, Sheck Wes, and Tupac Shakur. Between well-kept dreadlocks and designer outfits, he enjoys a lavish lifestyle in Italy. Coming from a place of poverty during his childhood, Amzo turned around a rough upbringing into a prosperous career in the entertainment industry. From the runway to the studio, Bloody Amzo brings a breath of fresh air with his laidback approach on the mic, simultaneously stunting in exclusive outfits by popular Italian & American clothing brands. Sponsored by United Standard, Amzo remains a force to be reckoned with as a personality in the Instagram influencer hemisphere.

Getting his start from a young age, Amzo had a long term aspiration to be involved with streetwear and modern hip-hop. He recalls dating back to the age of 13, he refused to follow rules and find more fun in a nocturnal sort of living. Around this time, he began to saturate the walls of his room with posters of Wiz Khalifa, Tupac, and Lil Wayne memorabilia. Since his early youth, he was recruited as a per-diem model for local businesses and getting recognition from agents in the area for modeling work. During high school, Amzo remained relatively active, balancing sports with a busy schedule in academia. Although he excelled as a student, Amzo's calling and natural presence were more geared for a nightclub than a textbook. After completing high school, he began to professionalize his approach toward modelling and music by pursuing his entrepreneurial passions full-time.

Bloody Amzo has brought his swagger to a decorated list of fashion lookbooks, runways, and magazines. Historically, he was showcased in a collaborative [article with i-D](#) in 2018 (on behalf of VICE Media) as the front cover, sharing a spotlight with a fellow friend dressed in UNITED STANDARD apparel. In 2019, Amzo hit the runway for [Vogue fashion](#), later featured in their exclusive lookbook and catalogue. As apart of Y-Project, he set to take the stage "in the cavernous, ancient, holy space, flashing the square beams of those torches up at the stained glass windows, the chipped edifices of saints and benefactors past, and Giotto's 13th-century painted wooden crucifix suspended" (Credit: [Y/Project, Fall 2019 Menswear via Vogue](#)). As a model for UNITED STANDARD, Bloody Amzo balances a nostalgic 90's style, with comfortable, loose-fitting clothing paired with "VVS" diamond chains & classic Nike, Balenciaga, and Air Jordan footwear.

Besides his passion for fashion, Bloody Amzo has been locking into more of a groove recently with his music career. Behind the glitz of hypnotic trap beats and a braggadocious mumble-rap approach, Bloody Amzo has been actively releasing music since 2018. Amzo has a persuasive, crystal-clear vocal delivery, rapping in a subdued, chill tone in Italian. In his early public work, he speaks of his pride for his country, Italy, as well as the glamour of being a self-employed entrepreneur and influencer. Decadently, he paces his drops nearly every other month. Having released music distributed by Wild Block Records and currently, FUTURETRORECORDS (spotlighting Amzo's producer, "NDRSKILLZ"), expect Amzo to be releasing lots more music in the coming future. You can stream his music on Spotify [here](#).

As for his future, Amzo expects to embark on more activity on the runway, more records in the studio, and a wider campaign reach for his personal brand. Alongside Ian Connor & co-signed by Sheck Wes, it's only a matter of time until Bloody Amzo reaches a globally international spotlight. He plans on eventually getting involved in owning his own clothing label, studio, and pursuing collaborations in his field as a public figure & entertainment personality.

by Jack Dylan Cohen



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