

Rising Artist Luvkira Dropped Genre-Bending New Track “Swiss,” Cementing His Spot in the Global Underground Scene

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Powder Springs, Georgia Aug 2, 2025 ([IssueWire.com](https://www.IssueWire.com)) - Following a string of emotionally charged, genre defying releases, emerging rapper producer Luvkira returns with “**Swiss**,” a sultry fusion of rap, electronic, and R&B that dropped July 21 across streaming platforms. Known for his raw emotional delivery and stylistic versatility, Luvkira continues to position himself among boundary pushers like Playboi Carti, Tyler, The Creator, and James Blake artists who've inspired him both creatively and personally.

Born in Georgia and raised in the shadows of affluent neighborhoods while navigating personal hardship, Luvkira turned to music as a lifeline. “I was broke, surrounded by wealth. Music gave me space to feel alive,” says Luvkira. That emotional honesty has become his hallmark, driving previous releases like “I Found Her” and the hypnotic “La Fête du Terrain Électronique” to critical buzz in underground forums and SoundCloud circles.

“**Swiss**” elevates that journey, combining ambient textures with hard hitting 808s and lyrical intimacy. The track draws influence from European nightlife culture an ode to late-night escapism, self-discovery, and the duality of luxury and loneliness.

Blending Realness with Reinvention

“I put everything into every track, but this one... it feels like a new chapter,” says Luvkira. “Swiss” isn’t just a song; it’s a mood crafted for dimly lit clubs, headphones on solo walks, and the late-night thinkers searching for their next soundtrack.

Making Noise in the Right Places

Since January, Luvkira has earned co-signs from producers in the Berlin electronic scene and playlist placements curated by influencers in the Parisian underground. His crossover appeal is catching the attention of both rap purists and avant-garde music blogs. With a unique sonic fingerprint, he’s becoming a go to name for fans of cross-genre music—where Frank Ocean meets Kaytranada, and introspection meets rhythm.

About Luvkira

Luvkira is a rapper, vocalist, and experimental producer based in Atlanta, GA. With roots in rap, hip-hop, electronic, and R&B, his sound is emotionally charged, sonically rich, and intentionally genreless. Inspired by contrast poverty and wealth, pain and beauty, solitude and fame Luvkira creates music for listeners who crave something real. His catalog includes “I Found Her” (2023), “La Fête du Terrain Électronique” (2024), and the latest, “Swiss” (2025).

Listen to "Swiss": <https://soundcloud.com/luvkira>

Follow on Instagram: <https://www.instagram.com/sosasosuper>

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