

VYBWAV RECORDS Launches in New York, Founded by Billboard #1 Songwriter and 2X American Idol Alum Travis Finlay

VYBWAV RECORDS launches with a mission to elevate creativity, champion authentic voices, and push music and culture forward worldwide.



Long Island, New York Sep 7, 2025 ([Issuewire.com](https://www.issuewire.com)) - VYBWAV RECORDS, founded by Billboard #1 songwriter, charting artist, and two-time American Idol alum Travis Finlay, officially launches in New York as a bold new imprint. VYBWAV RECORDS is dedicated to amplifying artistry across R&B, pop, urban alternative, and Afro-Caribbean music, building a platform rooted in creativity, innovation, and global resonance.

Established on the ethos of Sound, Vision, Culture, the label represents Travis Finlay's vision for a forward-thinking hub where artists can thrive and authentic music can reach audiences worldwide.

As a sub-label of Evo Music, founded by music business veteran Peter Macchia with company partner Paul Raimer Jr., VYBWAV RECORDS draws on their 30-plus years of experience at PolyGram Records, Sony Music, and Universal Music. The label will be distributed globally through The Orchard, a Sony Music company, giving its artists and releases a powerful platform for worldwide reach.

"I built VYBWAV RECORDS to be more than a label. It is a movement," said Travis Finlay. "This is about creating a platform that elevates artistry and pushes culture forward."

The label's upcoming releases will embody this mission, delivering music that inspires, uplifts, and

leaves a lasting legacy beyond the moment. Leading the way is Travis Finlay's highly anticipated full-length studio album, a defining milestone for both the artist and VYBWAV RECORDS as they step onto the global stage.

VYBWAV.COM



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