

Lil Tjay to Headline Jack Doherty's October 11th Miami Bash Amid 6ix9ine Feud for ALTRD Founders' New Soundtrack Release

Entrepreneurs David Lee Saylor, Matt Williamson, and Tanner Carroll partner with YouTube and streamer Jack Doherty for an exclusive event in Miami, October 11th 2025 to celebrate release of new track 'The ALTRD Founders Tell All'



Miami, Florida Oct 10, 2025 ([Issuewire.com](https://www.issuewire.com)) - Bronx rapper [Lil Tjay](#) will take the stage at one of the year's most talked-about events. YouTube star [Jack Doherty](#) is hosting an exclusive, invite-only party at his Miami mansion on October 11. The timing could not be more explosive. Lil Tjay's show comes right in the middle of his public feud with 6ix9ine. Everyone wonders if he will address it on stage.

ALTRD powers the event. This new lifestyle brand is making waves in the industry. Tensions between Lil Tjay and 6ix9ine have reached a boiling point on social media. The October 11 party has drawn attention from hip-hop fans and insiders. Will Lil Tjay fire back at his rival? That is the big question.

The feud has played out online for months. Both rappers have traded shots through posts and callouts. Hip-hop fans have watched it all on their screens. Now Lil Tjay has a huge platform for his next move, if he takes it.

The party is at Doherty's Miami mansion. It is a collaboration with ALTRD. The timing feels electric. Insiders and fans speculate that Lil Tjay will respond to 6ix9ine's attacks live on stage.

High drama is Jack Doherty's specialty. He is an internet celebrity, entrepreneur, and millionaire content creator. He has over 25 million followers across platforms.

The October 11 party should top his past successes. The Tjay-6ix9ine rivalry fuels the buzz.

The partnership sets this party apart. ALTRD was founded by entrepreneurs [David Lee Saylor](#), Matt Williamson, and Tanner Carroll. They did not just add their logo to a banner. They went all in. They sponsored a custom-branded basketball court at Doherty's mansion. It has become a key backdrop for his videos. Every clip Jack films at home shows ALTRD branding up front. The marketing feels natural, not forced.

ALTRD Founders Release New Soundtrack

In conjunction with the October 11th event, ALTRD founders David Lee Saylor, Matt Williamson, and Tanner Carroll released a new soundtrack titled ["The ALTRD Founders Tell All."](#) The 2-minute 32-second track, released October 4th, 2025, features all three founders and is available on Spotify. The soundtrack adds another layer of cultural relevance to the party. The consumer products market is growing fast.

More adults seek innovative lifestyle brands that align with their values. Brands that connect authentically with Gen Z have gone mainstream. This clarity has opened opportunities for new brands like ALTRD to enter a market expected to hit over \$2 billion by 2027. Here is where it gets interesting. Most brands spend millions on traditional ads. ALTRD bets on influencer deals and social media.

Most brands would slap their logo on a banner and stop there. But the ALTRD team, led by founder David Lee Saylor with Matt Williamson and Tanner Carroll, did something smarter. They wove the brand into the event itself.

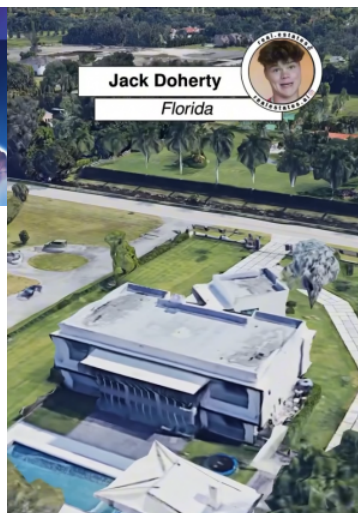
Picture this: they built a permanent, branded basketball court at Doherty's mansion. It is now the go-to backdrop for his content. On party night, every phone video, every shared clip of Lil Tjay on stage, and every post about the feud will spread the word. Since it is at Jack's place, ALTRD rides along. It gains millions of organic views and sits at the heart of a topic that hooks Gen Z.

The tie-up with Jack Doherty is a prime example. His followers are ALTRD's target and like real lifestyle vibes, not slick corporate ads. By blending into Jack's world instead of breaking in, the brand connects.

The soundtrack release positions ALTRD as more than just a brand—it's a lifestyle movement connecting with Gen Z through music, events, and authentic partnerships. The October 11th party represents a strategic milestone in this approach, combining entertainment, music, and cultural relevance.

About ALTRD

ALTRD is a modern lifestyle brand founded by entrepreneurs David Lee Saylor, Matt Williamson, and Tanner Carroll. The brand focuses on authentic cultural partnerships and recently released the soundtrack ["The ALTRD Founders Tell All"](#) featuring all three founders, available on Spotify.



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