

Jaiden Deshuan Releases “Fine Shit” as a Multi-Layered Rollout Powering TFWW Creative’s Next Era

New release sets the tone for a summer EP, introduces Luv Lotus’s rebrand, and highlights the growing vision behind TFWW Creative.



Tulsa, Oklahoma Apr 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - Tulsa, OK Recording artist and creative entrepreneur Jaiden Deshuan releases his latest single, “Fine Shit,” the official lead single from his upcoming EP, “First Born,” set to arrive this summer.

Blending confidence, lifestyle, and ambition, “Fine Shit” sets the tone for the First Born era, an upcoming project rooted in personal growth, resilience, and a renewed sense of direction. The record not only introduces the sound of the EP but also reflects Jaiden’s evolution as both an artist and a visionary behind the scenes.

Beyond the music, the release plays a strategic role in expanding Jaiden Deshuan’s creative agency, TFWW Creative. As founder and CEO, Jaiden is actively building a platform that offers artists and creatives hands on support in branding, marketing, content creation, and rollout execution. His work combines in person collaboration with behind the scenes development, giving clients access to real creative direction and industry level campaign building.

Alongside this release, Jaiden Deshuan is also spotlighting the rebrand of Luv Lotus, formerly known as

Chefuno. The transition marks a new chapter for the artist, with new music on the way and a refreshed identity that aligns with the evolving vision of TFWW Creative and TFWW Records.

In addition to First Born, Jaiden continues to grow his podcast platform, delivering real conversations with artists and entrepreneurs while building a media presence that extends beyond music. His expanding ecosystem reflects a multidimensional approach to entertainment, combining audio, visuals, and storytelling.

Jaiden Deshuan also confirms that multiple sponsorships and business deals are currently in progress, with official announcements expected soon. He further hints at potential on screen appearances later this year, signaling continued growth into broader media spaces.

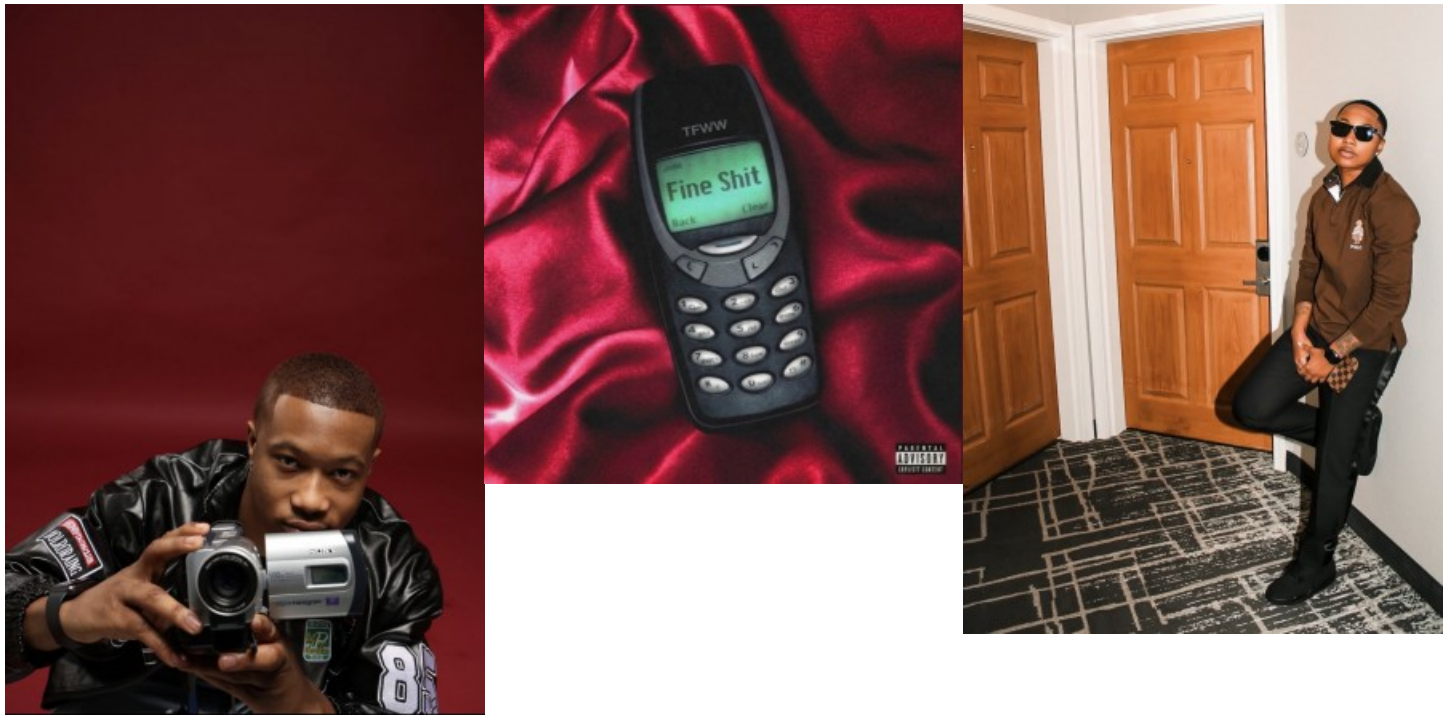
Operating out of Tulsa, Oklahoma, Jaiden Deshuan is emerging as a new force in independent creative direction, bridging the gap between artist and executive while building a brand designed for long term impact.

With “Fine Shit” leading the rollout, First Born is expected to deliver a mix of nostalgia, confidence, and real life storytelling, marking a defining moment in Jaiden Deshuan’s journey.

“Fine Shit” out now. [Stream/Download Here](#)

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