

Steve Reason Embraces His Multi Genre Identity with New R&B/Soul Single "She Juicy"



North Miami, Florida Sep 17, 2026 (Issuewire.com) - Miami-based DJ, producer, vocalist and professional saxophonist **Steve Reason** continues to push beyond traditional genre boundaries with the release of his new R&B/Soul single, **"She Juicy."**

Known for his work within the house music world, including releases such as **"I Can't Stop" with Berin**

& Milö on Glasgow Underground, “Venez” with Mallin, and “Damage Control,” Steve Reason has established himself as an artist comfortable moving within the club and electronic music landscape. With “She Juicy,” however, he reveals another dimension of his artistry—one rooted in R&B, soul, sensuality and storytelling.

For Reason, the song began with an unexpectedly simple moment.

While DJing at Whole Foods, he noticed a beautiful woman drinking juice. Struck by her appearance, a thought spontaneously came to him: “**She Juicy.**”

What started as a passing observation quickly became the inspiration for an entire song.

“I literally saw this beautiful woman drinking juice at Whole Foods and thought to myself, ‘She Juicy,’” says Steve Reason. “Before I knew it, I had the idea for a whole song. I wanted to take that moment and turn it into a story—something sensual and playful, but still classy.”

The result is a flirtatious R&B/Soul record built around metaphor, double entendre and imagination. Rather than simply describing attraction, “She Juicy” places the listener inside the fantasy: meeting the woman, dancing with her and speaking directly to her while painting a sensual picture through clever wordplay.

Beyond the Genre Box

“She Juicy” also represents something larger for Steve Reason: his belief that artists should no longer feel obligated to exist inside a single musical category.

For decades, the traditional music industry has often defined artists by one primary genre. Reason sees that approach as increasingly outdated in today’s music environment, where artists and listeners move freely between sounds, cultures and musical influences.

“I think being stuck in one genre is an old way of looking at artists,” Reason explains. “Music has changed. The way people listen has changed. I don’t see why an artist should have to choose one box and stay there. I’m a multi-genre artist, and I want my music to reflect that.”

That philosophy has already been evident throughout Reason’s recent catalog.

His house music releases have taken him deeper into the electronic music community, including “**I Can’t Stop,**” a collaboration with Berin & Milö released through Glasgow Underground; “**Venez,**” his collaboration with Mallin that also introduced Haitian Creole into his musical expression; and “**Damage Control,**” which continued his progression within the house music space.

“She Juicy” doesn’t represent a departure from that journey—it represents its expansion.

For Reason, house music is one part of his musical identity, not the entirety of it.

As a DJ, producer, vocalist and saxophonist, he has built his career around versatility, performing and creating across multiple musical worlds. His latest release simply gives listeners another perspective.

With “She Juicy,” Steve Reason invites listeners into something lighter, playful and sensual while continuing to establish himself as an artist who refuses to be confined by genre.

“She Juicy” by Steve Reason is available now on major streaming and digital music platforms.

About Steve Reason

Steve Reason is a Miami-based multi-genre artist, DJ, producer, vocalist and professional saxophonist whose music spans house, Afro House, R&B, soul and other contemporary sounds. Combining his experience as a live performer with his work as a DJ and producer, Reason continues to develop a diverse catalog while challenging the traditional boundaries placed on modern artists.

From the dance floor to live saxophone performances and genre-crossing studio productions, Steve Reason’s philosophy is simple: **the music should define the moment—not the genre box.**

“She Juicy” https://open.spotify.com/track/5iNgxh2HNbaJPK7vymDIJ8?si=wltoYd7LTLeuauuVaWW8uw&utm_source=copy-link

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