

OMG!! I

Jay Sean!

By: Tirusha Dave



The day his most recent single, "Do You Remember," featuring Lil John & Sean Paul released, all I saw on Facebook were posts like:

Do You Remember...I love you Jay Sean! OMG! Jay Sean is so hot! I love do you remember! WOW! I Heart Jay Sean! Do you remember is amazing!! Jay I love you!

Needless to say I'm talking about the one & only Jay Sean ... and yes, ALL the girls love him! I remember when I first met Jay, I'd say about four years ago; he was something else I tell you! And I'll admit: I was a little fanatic too! I saw him perform for the first time in Philly and he threw T-shirts into the audience & I caught one! Yay! A couple of weeks later, he performed in Jersey & I met him there, with my T-shirt of course and a Sharpie marker! I asked him for an autograph & he looked at me and with his sultry British accent said, "You were at my Philly gig! That's awesome!" I'll never forget that day!

Since then, Jay Sean has become a personified element of what hard work, determination, and passion can do for you in this world. He's the first male South Asian artist to land a deal with a major mainstream label - Cash Money Records, founded in 1991 by brothers Bryan "Birdman" Williams and Ronald "Slim" Williams. Cash Money, who have brought you remarkable artists such as Birdman, Bow Wow, Drake, Lil Wayne, and Kevin Rudolf, to name a few, reached the #1 position on the Billboard Hot 100 with his first US single, "Down," featuring Cash Money's very own

GETTING DOWN WITH JAY SEAN

Lil Wayne.

His most recent single, "Do You Remember," features Lil John & Sean Paul. I recently attended a super exclusive AND private listening party (Birdman and Slim were present too!!) in New York City and it went something like this...

CM: Let us just cut straight to the chase! Tell us a little bit about your new album, "All Or Nothing." What are your favorite tracks on the new album? What 'sound' are you trying to put across?

JS: There is no "sound". I believe that "sounds" get old and tired and eventually dated so they won't stand the test of time. A great SONG is a great SONG forever. That's what I tried to do on this album.

CM: One of the most anticipated songs from the new album is undoubtedly, "Down," featuring your label-mate Lil Wayne. Tell us about how this all went down from recording to the video!

JS: Well it started off as a fun session of just messing around in the studio. It came easily which was a good sign...and was written and recorded within 2 hours. Wayne heard it and loved it and put his verse on it and within a couple weeks we were shooting the video. Half done in the UK and the rest in Miami! It was amazing.

CM: Before "Down" was released, you were featured on Birdman's track, "Written on Her." Tell us how this collaboration came about.

JS: Birdman sent me the song and said put a hook down, we think this is a smash. I couldn't agree more! It's a big record!

CM: "Down" recently went PLATINUM! Congrats, again! Where were you when you got the news and who was the first person you shared the good news with?

JS: We were actually back in England so it was really nice because I got to share it with my UK team, my family and friends back home.

And since Wayne was performing in England that night, I even got to share it with my Cash Money fam!

CM: "Down" was also the #1 song in America, beating out BEP, Lady Gaga, Miley Cyrus, and Jay-Z! What was going through your head when you found out about that?

JS: To be honest, I still don't get it! And I like it that way. I'm just really proud to be in the company of artists like Jay - Z, whom I've always looked up to, you know. It really is incredible.

CM: While we are on the subject of "Down," when I heard it for the first time, I knew it was an instant hit, and many people agree with me. How do you respond to critics who say that "Down" attained the popularity and success that it did because of L'il Wayne?

JS: It doesn't matter to me. I'm lucky that I was able to have Wayne on my joint, an artist who sold a million albums in one week. Yah, he's definitely got a solid base! And I also know that my team and I wrote a solid song. People love singing along to it. And I love seeing them get down to it, no pun intended!

CM: Speaking about collaborations, you recently released your next single, "Do You Remember." I love it and can't stop jamming! Tell us how this mega collaboration came about.

JS: I actually met Sean Paul at the VMAs in NYC. I was in the middle of an interview and he came up to me and was like "Jay Sean, what's up?!" We exchanged digits, and the rest is history. The next week I sent him the track. I was amped to have Sean Paul on my joint. I

love his verse on it!

CM: Now we know that the girls are huge fans of you, but so are the guys. I don't expect any crazy stories on this topic, but the guys do look up to you, not only as a role model, but also a style icon. What is your definition of 'style'?

JS: To be "you". Do you. Do what makes you feel good and wear what makes you feel confident. Even if people think you look a fool ... if you feel good, that's what matters.

CM: You are an artist who has broken the norms of being a 'South Asian artist.' You have accomplished so much at a young age. Do you think that you have reached success?

JS: I think I have definitely had a lot of success to date, but I have a long long way to go. And even then I will never rest on my laurels. Michael Jackson didn't stop until it was his time to go. I never want to stop trying to better my success.

CM: What advice do you have for those who want to make a career in the music industry?

JS: Dream big, work hard and if you get knocked down, get back up and fight again. Have faith.

CM: Do you have any final words for the readers of City-Masala Magazine and your fans?

JS: To the readers and my fans: thank you, thank you and thank you for all your support, without my fans I am nothing, so I appreciate all your love and support! Watch out for album coming Nov 24th. And follow me on www.twitter.com/jaysean. It's really me!!