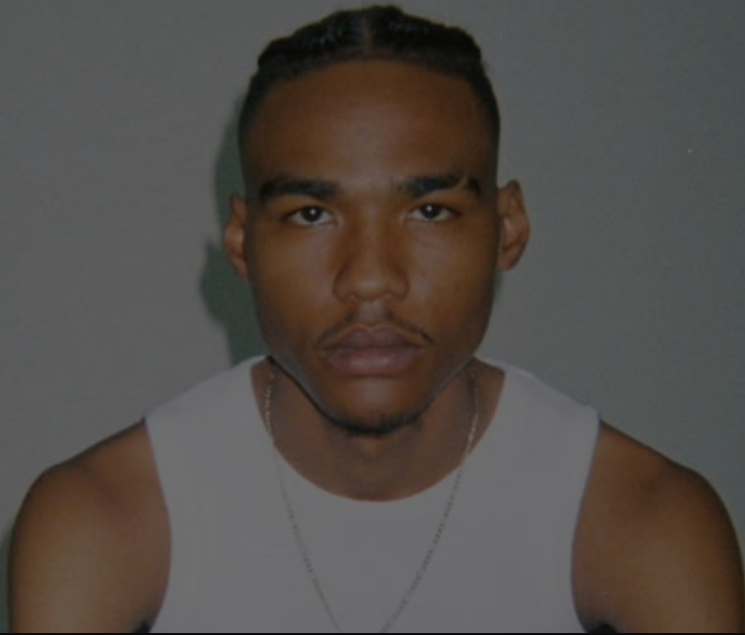


ELECTRONIC PRESS KIT · 2026

LUCASRAPPS

THE **Y.O.G** ERA



South African Hip-Hop · Durban (031) · Big Qosh Music Group

BOOKINGS & PRESS

media@lucasraps.info

epk.lucasraps.info

THE INTENT

Born in Cape Town and raised in Durban, Lucasraps is one of South Africa's most electrifying voices in the new wave of SA Hip-Hop.

Known for his raw lyricism, streetwise storytelling, and undeniable Durban identity, Lucasraps broke into the mainstream through his standout appearance on Dr Peppa's "What It Is" (feat. Riky Rick) and his breakout records with Blxckie.

With his debut album 031 To The World, its sequel, and his latest highly-anticipated 2026 project Y.O.G, Lucasraps has cemented himself as a cultural force in SA Hip-Hop — uncompromising, authentic, and built for longevity.

ROOTS

Durban (031), South Africa

GENRE

SA Hip-Hop / Rap

LABEL

Big Qosh Music Group

THE NUMBERS

340K+

Instagram Followers

1.5M+ Monthly Views

87K+

Spotify Monthly Listeners

16M+ Total Streams

12M+

YouTube Views

87K+ Subscribers

112K+

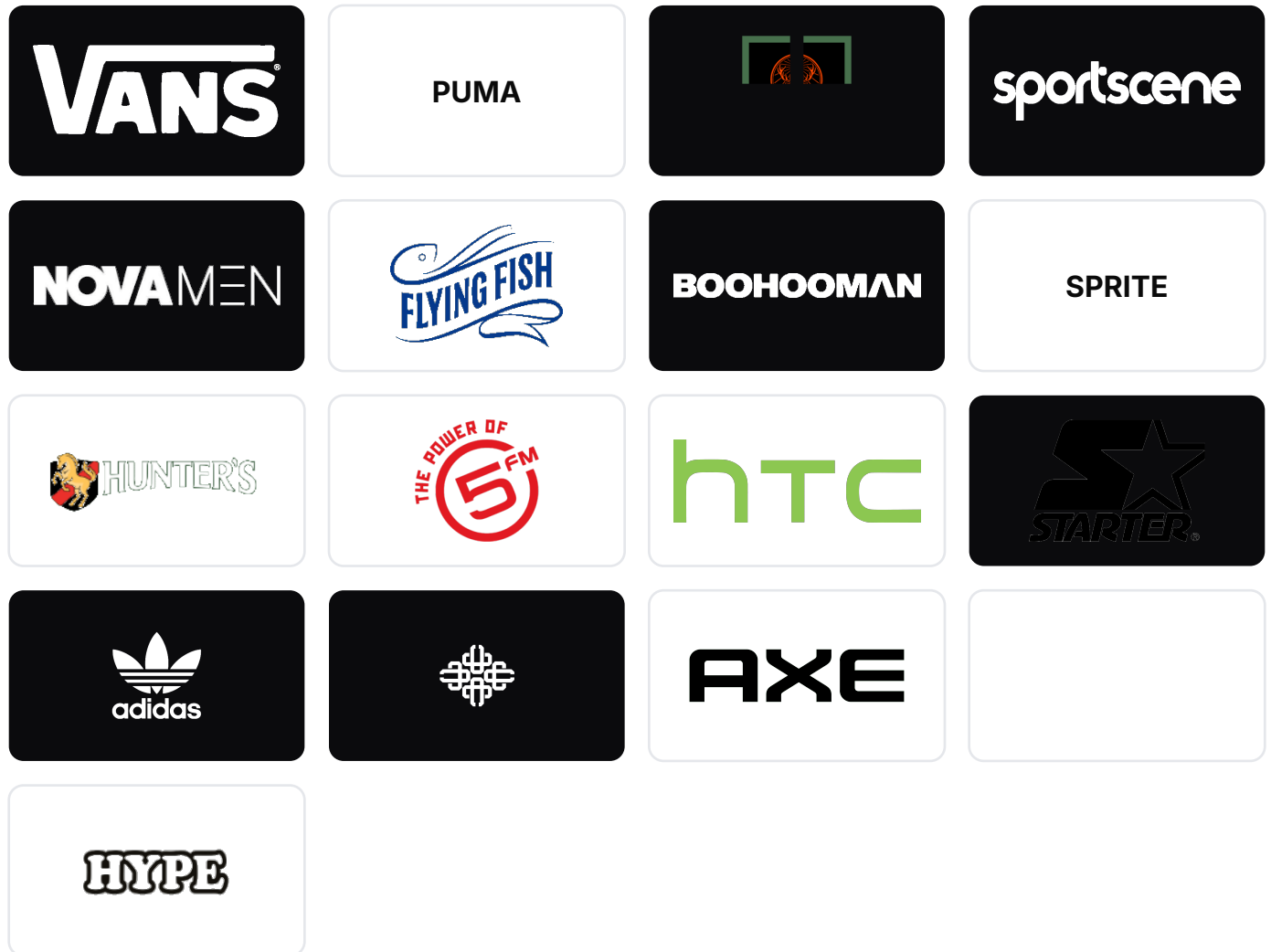
X Followers

High Engagement

Highly engaged. Culturally relevant. 90% aged 18–34.

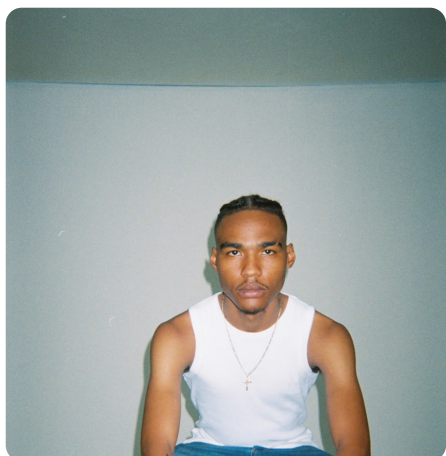
BRAND PARTNERSHIPS

A proven track record of delivering high-impact cultural campaigns.



04 · VISUALS

OFFICIAL PRESS



05 · CONNECT

LET'S CONNECT

For bookings, brand partnerships, and press inquiries.

BQMG MANAGEMENT

media@lucasraps.info

Instagram @lucasraps · X @lucasraps · YouTube @lucasraps · Spotify: Lucasraps