

MS DESIRE

INTERNATIONAL SOCA ARTIST



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A LITTLE DESIRE, GOES A LONG WAY

MUSIC · BUSINESS · CULTURE

Ms Desire's appreciation and love for island rhythm has garnered her global recognition for her talented contributions to Soca music, but she's just getting started.

Growing up in London, Ms Desire (born Louise Sterling-Jackman) started to get in touch with her island roots during annual summer vacations to Barbados to visit family with her mother as a young girl.

At the age of 11, Desire joined the North London Performing Arts School which solidified her decision to make singing her career, and when it came to what genre she'd focus on, it was only natural to turn to Soca. "To me Soca music represents freedom and gives such a euphoric feeling," she explains.

Crediting life as her biggest inspiration, Ms. Desire finds the beauty of music in every day things. "Anything that I encounter can literally inspire me, and trigger a song idea. It's challenging to put real life situations into song form but it's exciting."

Taking her admiration for powerhouse vocalists like Whitney Houston, Mariah Carey and Beyonce, Desire finessed the influences of modern divas with those of Destra Garcia, Fay-Ann Lyons, and, of course, the queen of Soca, Alison Hinds, to create an island pop sound that could crossover into the mainstream music industry. It didn't take long before others began to notice her talent.

In 2012, Desire won the UK Soca Monarch award for her track "Ready Fa Dis," which put her on the regional map. However, it was getting shortlisted for the MTV Brand New competition and having her song "Give It To Me" featured on the British Airways in-flight entertainment that really made people take note. Additionally, Ms Desire is a two-time Best UK Female Soca Artist and Best UK Soca Artist winner; and was also nominated as best Female Soca Artist at the International Soca Music Awards in the United States.



While music remains at the forefront, Ms. Desire has also established various business ventures that will help promote aspects of her life that were near and dear to her.

Desire&Aspire is a full service entertainment and management company, which specializes in PR, talent, event and brand management in the UK. The company now hosts Caribbean events in the UK and also handles the public relations for the annual Miss Barbados UK beauty pageant.

Another venture is Infinite Mas, a carnival band for Nottinghill Carnival, which takes care of everything from costumes to creating an immeasurable experience. "My goal for Infinite Mas is to grow and continue to add to the our culture. I would also love for us to branch out and start having sections in carnivals all around the world."

Although Desire's plate seems to be more than full, she'll never turn her back on expanding her singing career. Always working on new music, you can always expect something different from her.

Regardless of whether it's music or business, Ms Desire is stepping into her own and not letting anything stand in the way of how she envisions her life.

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JULIA MOSCARDINI

INFO@DESIREANDASPIRE.COM