

Swiss Taylor's Artist Bio

Bio Versions

I've created four versions of your artist bio, so you'll have the right one for a variety of situations. Different platforms and opportunities call for different lengths, so having multiple versions ready means you won't have to rewrite your bio every time you submit music, update a profile, or reach out for press.

Long (600 words)

Best for: Your website, press features, media kits, About pages, Substack, blogs, and any platform where readers have time to get to know you.

Medium (200 words)

Best for: EPKs, booking inquiries, press materials, label submissions, artist profiles, website summaries, and professional introductions.

Short (70 words)

Best for: Spotify Artist profile, Apple Music, streaming platforms, playlist submissions, event programs, newsletters, and quick introductions.

Micro (40 words)

Best for: Social media bios, festival pages, one-sheets, competition or showcase submissions, press quotes, profile cards, speaker/performer intros, and any situation with a strict word limit.

Long

Swiss Taylor makes trap and hip-hop built to create a rush. The Howick West artist makes high-energy trap and hip-hop built for the moments when standing still feels almost impossible: heading out with friends, getting back into a workout you abandoned months ago, or finding the confidence to do something that gives you a rush. His production choices are loud, filmic, and adrenaline-heavy without becoming overwhelming, carrying the kind of energy he wants listeners to take with them long after the song ends. Much of the music he's making right now is centered around one goal: creating some of the most energetic hip-hop he can.

Taylor's instinct for cinematic sound comes partly from growing up in Howick West, where the multicultural community around him exposed him to everything from Bollywood music to South African country music, while a fascination with movies and television led him to pay close attention to the music behind the scenes, and more importantly, how sound can *shape* a scene.

It makes sense, then, that one of his biggest production influences is Metro Boomin, whose music Taylor likens to a modern form of classical music because of its scale and drama. AKA, Nasty C, Logic, Kendrick Lamar, and Big Sean have influenced him, too, particularly because of their ability to change their sound without losing what makes them recognizable - something Taylor hopes to carry into his own evolution as an artist.

Taylor's history with music started long before he began establishing himself as a rap performer. He first experimented with music in primary school, recorded an unreleased song with a classmate in high school, and eventually went on to study music in college. For years, beatboxing took up more space in his musical life than rapping did. He competed regularly, won PMB's Got Talent, and finished as a runner-up in several other competitions. His work as a technical producer at radio stations later gave him another way to develop his ear through sound design and advertising production; experience that strengthened both his technical ear and the meticulous approach he brings to his own work.

Now, more of that insight is being poured into Swiss Taylor as a performing artist. He describes Swiss almost like a best friend and twin brother: still him, but more expressive and much harder to hold back once there's a stage in front of him. He may be humble away from it, but when it's time to perform, his focus is on giving everything he has and making sure the performance is memorable.

His song "Process," available on YouTube, represents this stage of his career particularly well. The track captures his growth into a performing artist and many of the qualities that define his music right now. Success and making money have a habit of slipping into his lyrics, while fashion and style show up both in what he says and the way he says it. But more than anything, his music is about energy. Taylor wants people to feel happier and more confident after hearing it, then take that feeling somewhere with them.

During this exciting and must-watch stage of his career, Taylor is still figuring out exactly how far he can push his sound, and he's content to let that evolution happen at his own pace. Right now, his focus is on refining the energetic, theatrical hip-hop sound he's been building, expanding his catalogue, and becoming an even stronger live performer. As that world continues to take shape, he sees plenty of room

for the music to exist beyond his own releases, whether that means clubs and festivals, visual media, dance content, or other spaces where its energy can translate just as strongly.

He may still be early in his journey as a performing artist, but Swiss Taylor is already making a name for himself by building a clear identity around movement, confidence, and spectacle. As he continues sharpening that identity and stepping further into the performer he wants to become, he's an artist worth keeping on your radar.

Medium

Swiss Taylor makes high-energy trap and hip-hop built to create a rush. The Howick West artist pairs loud, cinematic production with an adrenaline-heavy sound designed to make listeners feel happier, more confident, and ready to move.

Growing up in a multicultural community exposed Taylor to everything from Bollywood music to South African country music, while his fascination with movies and television shaped his interest in how sound can shape a scene. Metro Boomin is one of his biggest production influences, alongside AKA, Nasty C, Logic, Kendrick Lamar, and Big Sean.

Taylor's history with music began in primary school and later expanded through college, beatboxing competitions, and work as a radio technical producer. He won PMB's Got Talent as a beatboxer before stepping further into rap performance.

His song "Process" captures that transition, reflecting the energetic, theatrical sound he's refining today. As he continues evolving at his own pace, Taylor is sharpening the sound and performance style that are beginning to define him, making him an artist worth keeping on your radar.

Short

Swiss Taylor is a Howick West trap and hip-hop artist making loud, theatrically immersive music built around energy, confidence, and movement. Influenced by Metro Boomin, AKA, Nasty C, Logic, Kendrick Lamar, and Big Sean, he brings a background in beatboxing, sound design, and radio production into his work. His song “Process” captures his growth into a performing artist as he continues refining his energetic sound and expanding his live presence.

Micro

Swiss Taylor is a Howick West trap and hip-hop artist creating theatrically immersive music built around energy, confidence, and movement. With a background in beatboxing and sound design, he's developing a cinematic sound made to be felt as much as heard.