

Master Peace

if i don't love you, who will? (UK & EU) 2027

□ From the streets of South East London to the quiet suburbs of Surrey, Peace Okezie, the creative force behind Master Peace, is the product of a cultural collision that is uniquely his own. Raised between indie discos, grime cyphers and FIFA soundtracks which he now finds himself featured on, his makeup is one of contrast and conviction. This duality is not just in his upbringing, it is the driving force behind his sound, a gutsy fusion of raucous indie, punk energy, razor-sharp lyricism and an undeniable sense of fun, built for stages rather than boxes.

Never one to fit neatly into a singular scene, Peace grew up with Skepta and Giggs in his brother's headphones, and The Kooks, Bloc Party and Vampire Weekend in his own. By the time he was making music himself, he had already learned to navigate both worlds. "I always had my foot in each door but never felt like I fit in with either crowd, so I decided I needed to create something new," he says. That split identity birthed a sound that is impossible to categorise and impossible to ignore.

Master Peace's 2024 debut album *How To Make A Master Peace* announced one of British music's most original new voices, earning him the Ivor Novello Rising Star Award, Zane Lowe recognition, MTV Push honours, a Rolling Stone nomination and standout appearances at Glastonbury, alongside tours and shows with Franz Ferdinand and Kasabian. Since then, an exhaustive touring schedule has only strengthened his reputation as one of the UK's most exhilarating live performers. From headline tours across the UK and his first headline US run to a European tour supporting 5 Seconds Of Summer, Peace has shared stages with the likes of Duckwrth, Bastille, Franz Ferdinand and Mike Skinner, building a loyal following through his electrifying live shows.

Earlier this year, Master Peace released *Stupid Kids*, a deeply personal EP that confronted the labels placed upon him growing up. Living with undiagnosed autism and ADHD, leaving school with no qualifications and being repeatedly dismissed by teachers, Peace reclaimed the phrase that had followed him throughout his childhood, turning it into a rallying cry for anyone who has ever been underestimated. Honest without losing its humour or energy, *Stupid Kids* cemented his ability to pair fearless storytelling with euphoric indie-soaked anthems.

Now, Master Peace enters his next chapter with his second album *If I Don't Love You, Who Will?* arriving on October 2nd. Introduced by the singles "Love Hate" and "ONE Of ONE", the record expands his world once again, pushing his songwriting further while retaining the emotional directness and restless energy that have become his trademark. It is his most ambitious statement yet, a record about identity, connection, self-worth and finding belonging,

delivered with the genre-defying confidence that has become synonymous with Master Peace.

A genuine musical chameleon, Peace moves effortlessly between rap, indie, punk and alternative without ever feeling like he is borrowing from any one world. Equally at home alongside a new generation of artists like Malcolm Todd and Royel Otis as he is helping define the UK's indie sleaze resurgence, he continues to dismantle expectations around genre, audience and identity. Few artists make those worlds feel as naturally connected.

That same spirit defines his live shows. A Master Peace crowd is remarkably diverse, bringing together fans from every walk of life and every generation, united by his infectious charisma and genre-fluid stompers. His concerts are celebrations of individuality as much as they are gigs, a space where indie kids, rap fans and everyone in between find common ground.

Master Peace has emerged as a voice for a generation that often feels overlooked, proof that there is not one route into music, success or belonging. Growing up surrounded by crime, losing friends to violence and prison, and navigating a world that frequently misunderstood him, Peace could easily have become another statistic. Instead, he has built a career on refusing convention, creating music that gives people permission to embrace every part of themselves.

With appearances on the FC26 soundtrack, collaborations with acclaimed producers and songwriters including Dan Carey and Julian Bunetta, and his *There's No More Underground* initiative continuing to champion grassroots music culture through free music and community, Master Peace remains as committed to building opportunities for others as he is to pushing his own artistry forward.

As *If I Don't Love You, Who Will?* approaches, Master Peace is not simply building on the momentum of his debut, he is defining what comes next for one of the most exciting and genuinely original artists in British music.

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