



Icon
Studios

Zainab Sule

PRESS KIT

QOSR
RECORDS LIMITED

The Queen Of Soft Rock.

An indie-signed musician that raises the bar.

Fondly called "*The Queen of Soft Rock*," Zainab Sule has her roots in soft rock with a tinge of country, soul and natural talent.

Her captivating, high-energy performances transport audiences to a different sphere as she blends musicianship, creativity and strong lyrical prowess. She has been compared a lot to Tracy Chapman, Natalie Imbruglia & Dido, while she says she gets her influences from Prince, Coldplay & Pink.

Her music is a blend of country, soft rock, mixed with a tinge of nigerian sass.

NOTABLE PERFORMANCES

Her music can best be described as soulful, and her mastery of the guitar, thought provoking lyrics and a strong stage personality combine to make her an instant favourite. – NIGERIAN PILOT

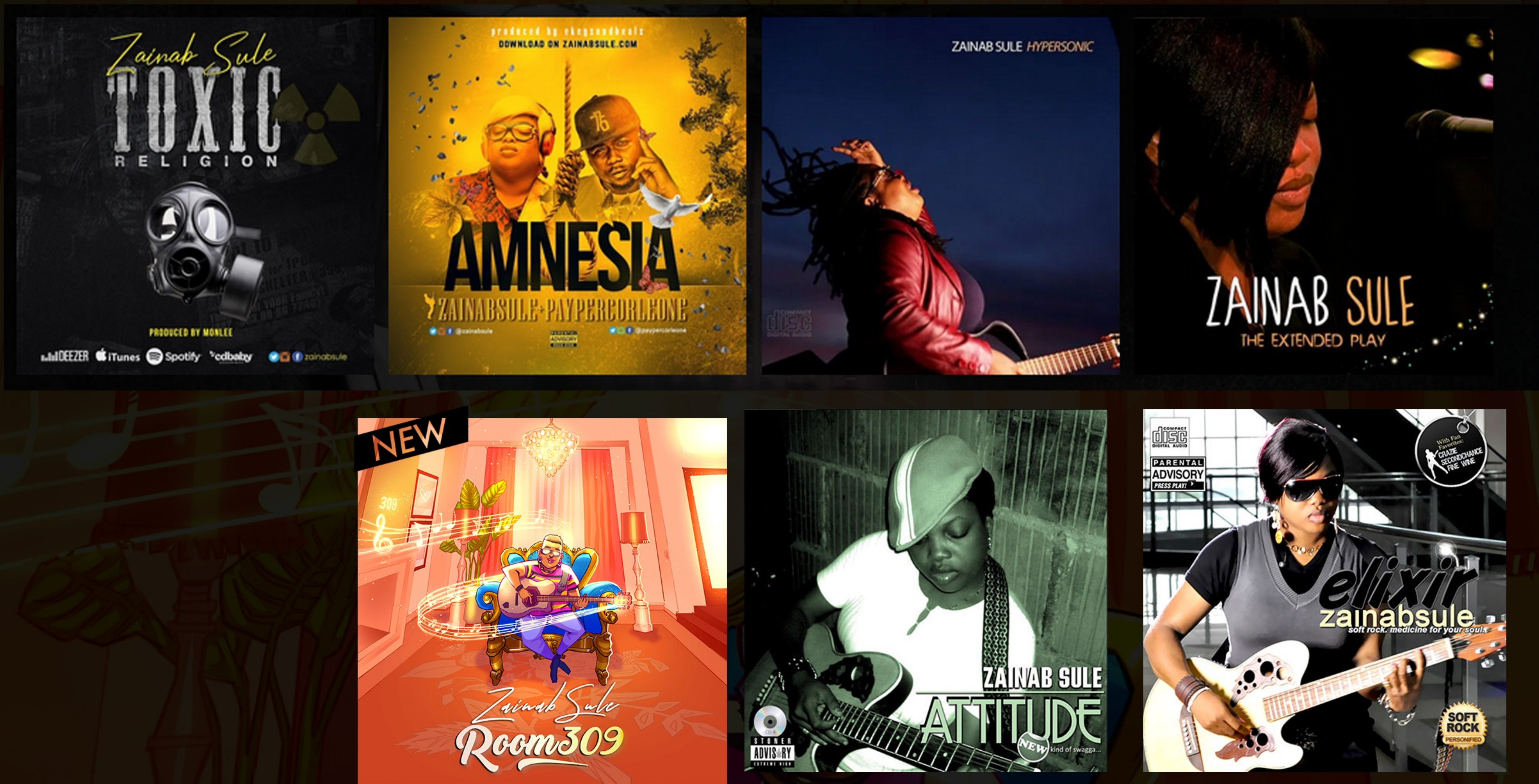
Zainab's inspiring performances has gotten her on stages such as the Kilimanjaro Conference in **Tanzania**, the Inequality Conference in **South Africa, Kenya** and the Deep Ellum Festival in **Texas, USA**.

ZAINAB SULE LIVE

Zainab's favorite pasttime is hosting her themed live rock shows called **Zainab Sule LIVE** locally & internationally which features other alternative acts.

See zainabsule.com/liveshows/

Music Discography



ZAINAB SULE HAS 4 STUDIO ALBUMS –
ATTITUDE (2010), ELIXIR (2012) & HYPERSONIC (2017)
and ROOM 309 (2022)

NOTABLE SINGLES & FAN FAVORITES:

Fire Down Below
I'll Make You Dance
Made in Naija
Bad Alibi

Full discography on zainabsule.com/music.

MUST-HAVES TO PERFORM?

Zoom Pedal
Capo
Extra Coffee
Her favorite guitar, Efosa.

NOMINATIONS

- **BEAT FM AWARDS 2018 - AFRO ROCK PRODUCER OF THE YEAR
- **HEAVY & THE BEAST AWARDS, KENYA 2019 - BEST AFRICAN ACT

View all reviews - Local & International on
zainabsule.com/press



Reviews



Henrie 3nr. (Toush)
@henrie13

Replying to @zainabSULE

Wow! U got amazing songs! I love "Selfie", Don't forget to breathe, Hypersonic, uyheme... "even my mama thinks a screw is lose in my head" lol.

I'm gonna listen to more later

5:24 p.m. · 23 Dec 17



playboxlimited
Active 11m ago



Thank you 🙏



Your recent album is really incredible, Zainab.

Bad Alibi and Stay a little longer are a masterpiece... the writing, composition, top!



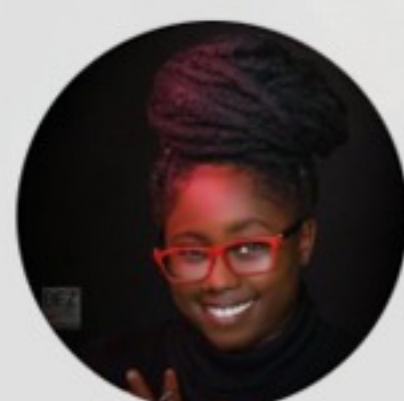
Also "Whiskey &..." is part of the list above. The producer is very good.



Retnan. D λ 5-3R 🇳🇮 @32bitsret · 3h

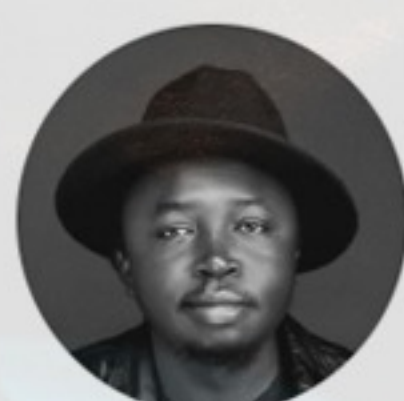
Replying to @EdemShiphrah and @zainabSULE

I have it on my playlist



Shiphrah Edem @EdemShiphrah · 1h

This is my first time listening and I was wow-ed.



Doug Kazé @dougkaze · 2h

Replying to @EdemShiphrah and @zainabSULE

Yeah, Zainab makes beautiful music.



Zainab Sule ✓

12 h · 🌐



See Insights and Ads

Boost post



Like



Comment



Share

218

Most relevant ▾



Yahaya Abubakar

Months ago i listen to your music. It was breathtaking. You're amazing dear. Keep up entertaining us.

11 h

Like

Reply

Message

Hide

1



Lawrence Wakdet

Bought your CD in Jos but someone who loves it more than myself took it away. Just listened now and it's a balm. So soothing. Keep your definition of success. See you at the very top. Crazy about you. Fire down below. Super.

5 hours ago · Like · Reply



Hauwa Ashafa

I was in attendance and I must say u had an electrifying performance. Your song touches the soul, i was almost moved to tears. 😊 Nice performance.

2 hours ago · Unlike · 1 · Reply

← Dauda replied to your story



Zainabu, your voice, lyrics are always healing to the soul.

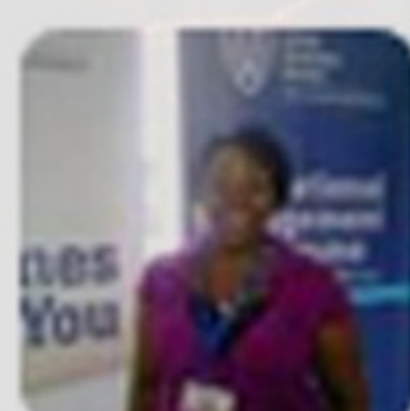


Bush Baby 🇳🇮

@Krissypearlie

Replying to @zainabSULE

Your music is evolving. Don't stop now.



Dr. Eno#Ekybabe4Life @Ekybabe · Aug 10

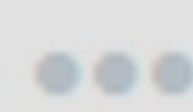
@zainabSULE I still can't get over the music you played today. I want more! Please invite me to your shows. I want to buy your work!



2



2



Live Shows by Zainab Sule Music

The Texas Fantastic Stage
2:15pm - 3:00pm
Sunday 7th April
2900-3400 Main Street,
Dallas TX 75226.



zainabsule.com



NO STRINGS ATTACHED.

Zainab Sule
CONFIRMED

ENTRY
FREE

Zainab Sule's
**ACOUSTIC
NIGHT**

JOS

MEES PALACE LOUNGE,
RAYFIELD, JOS

2ND SEPTEMBER. 3PM



@zainabsule

zainabsule

info: +254704821768

DJ TUMZ
THE ROCK DOKTOR
ROCK
SOCIETY OF KENYA
zainabsule.com



Zainab Sule
Live

CROOKED Q'S ROOFTOP, WESTLANDS, NAIROBI

22ND JUNE 2019. 7PM

-- Advanced Tickets: 800Ksh --

PARENTAL
ADVISORY
ROCK STAR

ZAINAB SULE MUSIC PRESENTS

18
JULY
6 PM

**FINE WINE AND
ROCK**

an alt-rock show

ZAINAB SULE. E-DANIELS. OIZA & MEYI.
THE ISOMERS. BASH. & SO MUCH MORE.

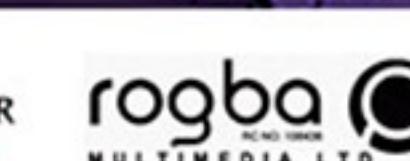
CLUB INDIGO, SHERATON HOTEL ABUJA.

SINGLES: N4K, COUPLE: 6K, VIP: 20K

MC: BIG MO

Call 0806-134-9001.

TIX ALSO AT
SALAMANDER CAFE,
WUSE 2!



@zainabsule

TICKETS: WWW.ZAINABSULE.COM/FWR

QOSR RECORDS

In 2022, Zainab was signed to her indie label, QOSR RECORDS which will be handling her music business going forward and is tasked with making the brand name, Zainab Sule Music more impactful.

QOSR
RECORDS LIMITED

MERCHANDIZE

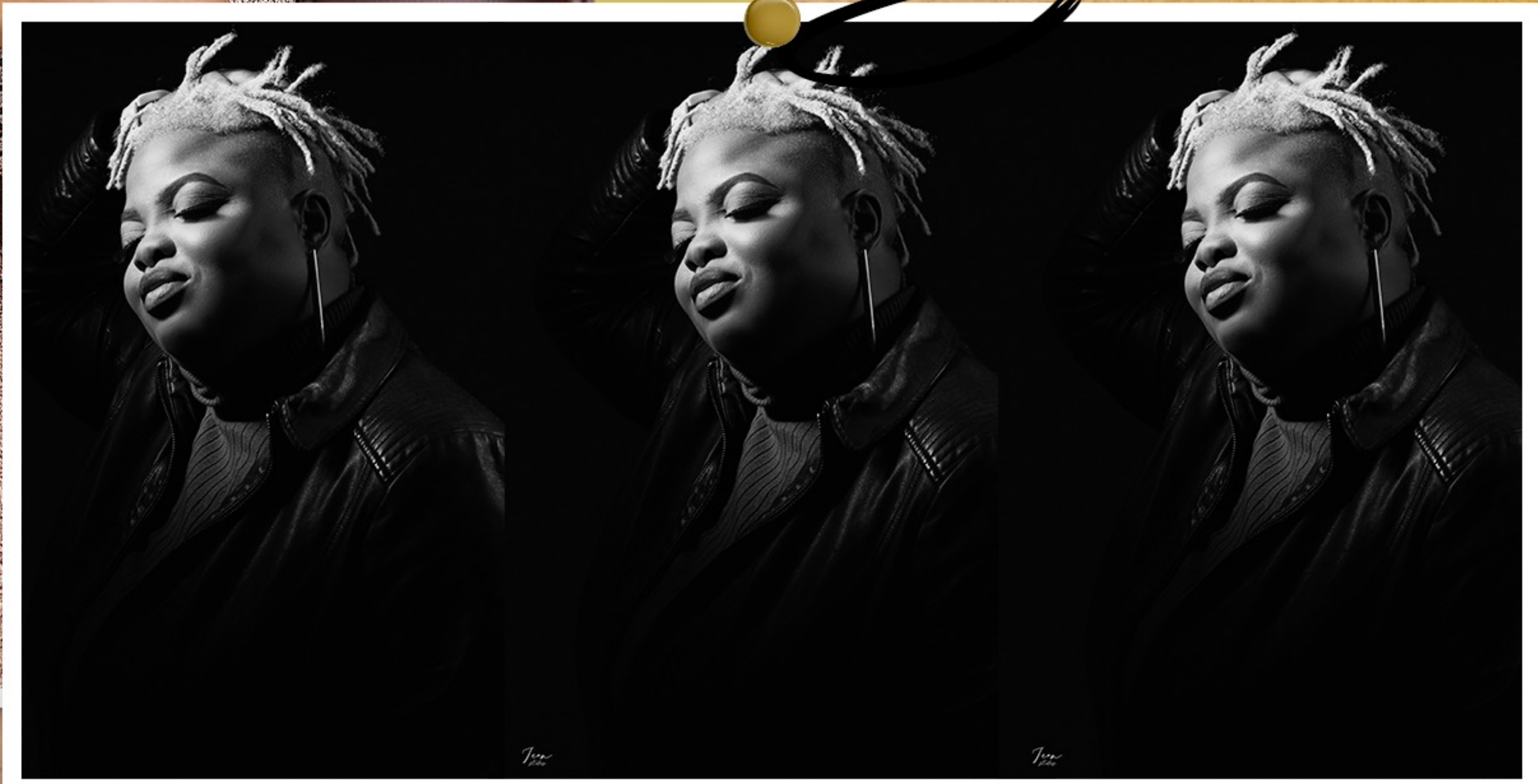
Zainab Sule runs her own **merch store for fans**. Items are primarily Tees but sometimes include mugs and customized items. The items are globally shipped.



Photos



Zainab Sale



"ONE DAY, I'LL MAKE
YOU DANCE"



For Zainab Sule, it's soft rock all the way

Chuks Oluigbo & Okey Egboluche

She describes herself simply as a girl who would do anything to be different from the rest - simple where others may be flamboyant, and vice versa - someone who pushes herself from within to be extraordinary. And no doubt, her progress so far in her chosen career, music, has been nothing but extraordinary. Zainab Sule is her name, and she is from the Northern part of Nigeria. She has been singing for a long time, as early as 2002, in the University of Jos, and she recalls vividly how the school crowd in those days made her nervous tense and gave her butterflies in the stomach.

Zainab does much of country and soft rock music currently, and excels in it. But she's also into web designing, to which she dedicates half of her time, while leaving the other half to music, especially recording and rehearsals - and particularly when a song gets in her head.

Her album, *Attitude*, hit the shelves not long ago, featuring such tracks as "Am not afraid" and "Show some love", both of which have received very good airplay as well as commendations. But how does she feel about the encomiums? She heaves a sigh, and then says, "It increases the tension. The more they praise you, the more they expect from you - it's a challenge on its own."

Even though her *Attitude* album was self-promoted, she says it did better than she could imagine, in sales as well as in



still much work to be done. And she's currently in the process of recording her next album, *Elixir*, which she hopes would be out mid-April 2012, and which she promises is going to be unbelievable!

Looking at how good she's with the guitar, you would say she has an obsession for it. But for her, "It's more than an obsession... It's scary. I've always been in love with stringed instruments, but it's the guitar that has that special appeal for me."

What about experimenting or crossing over into other genres? She answers straightaway: "I have a feeling that my listeners will not be happy with me if I shift base. I tried in a track in the *Attitude* album (track 3, i.e., "Things don change,"

ft. Tshakes) and reviews didn't pick it. So, I have proof they won't trip for it. I may mix a little bit of hard/alternative rock in future works, but only God knows. That's how far her love for soft rock goes.

Zainab gets the inspiration for her lyrics in the life around her. She says, "Our generation is centred on booze, drugs and sex; no one listens to politicians and pastors anymore, so I believe they'd listen to music if it's done by one of them, and if it makes sense. So, I strive to write songs that would make the average man sit down to think; religion or no..."

The highly gifted songstress is crazy in love with Kelly Clarkson, Carrie Underwood, Garth Brooks, and the old Avril. She looks up to them and they keep

her on. Her greatest challenge in her music career, she says, has been her chosen genre. This is because, according to her, even though soft rock has a wide fan base, most Nigerians don't appreciate it. They "just wanna party and do the booty call. So they promote more of that." But all hope is not lost, as she adds that "with more of us soft rockers coming out, I believe that will change soon."

How does she rate the Nigerian music industry? Simple: "We've really grown, especially the independent artists and labels. Even our videos are beginning to have international recognition, like D'Banj and 2face's works."

"Though always in high spirits, Zainab also has her low moments, about which she says quite frankly, "I heard somewhere that almost all rock musicians have depressing moments. I do. How do I handle it? I don't. I make sure I'm never alone but with friends and family. Depression is a bad thing. Going through it alone is a dangerous thing."

And she's also not lacking in wise counsels. To aspiring musicians, she says, "Make sure you have another source of income. Music may be your dream, but it needs financing. And no one but you, God and money can take you to that place you deserve to be." And to her fans, she says: "Thanks for standing by me. You guys are the best bees any musician could ever have. May your days be filled with laughter and love, and tears of happiness."

voxpop 20

Abuja-Kaduna road drivers share thoughts on route's security

The spate of kidnappings on the Abuja-Kaduna road has continued to be a source of worry to Nigerians. Daily Trust spoke to commercial drivers who ply that route about their experiences.

Mohammed Abubakar, 45, Driver, Zuba, Abuja
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

Habibu Lawal, 20, Driver, Kaduna
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

Suleiman Umar, 39, Driver, Kaduna
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

Augustinus Aleichenu, 33, Driver, Masaka, Nasarawa State
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

Celestine Alexander Chinedu, 36, Driver, Mambushi, Abuja
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

Abubakar Yusuf, 38, Driver, Kaduna
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

Shuaibu NDC, 57, Driver, Kaduna
I have been driving the Abuja-Kaduna route for about 16 years. It is just good that people are aware of the road. I usually carry a gun with me. I have been kidnapped once. I was taken to a place where I was held for three days. It was a very scary experience. I was taken to a place where I was held for three days. It was a very scary experience.

ENTERTAINMENT | TRAVEL & LEISURE | CARTOONS | COLUMNS & MORE

Weekend MAGAZINE

Zainab Sule
Rocking with Nigeria's rock music royalty

PLUS LifeXtra: Should 'silent treatment' be applied to relationships? P33

Abuja Can Be Big Market For Non-Mainstream Music - Sule

How would you compare Lagos and Abuja in terms of music and entertainment?

The Nation's capital need not model itself after Lagos, the former federal capital, now the music and entertainment hub. Rather, Abuja as the alternative hub already has a huge market waiting to be tapped, the reason other artists in the alternative music scene show up in Abuja for gigs.

How long have you been doing shows in Abuja?

I will say since 2013 or there about.

So how would you compare the market here for your brand of music comparatively with Lagos, the hub of entertainment?

It depends largely on the kind of music you do. Abuja has more of the alternative type of music.

What is this alternative music scene you are talking about?

Alternative is not mainstream. Wizkid, Davido etc, those ones are mainstream. Then you have Fuji, hip hop, Nija music, generally these are all mainstream music and quite different from the alternative music genre.

Can you tell us more about this mainstream concept?

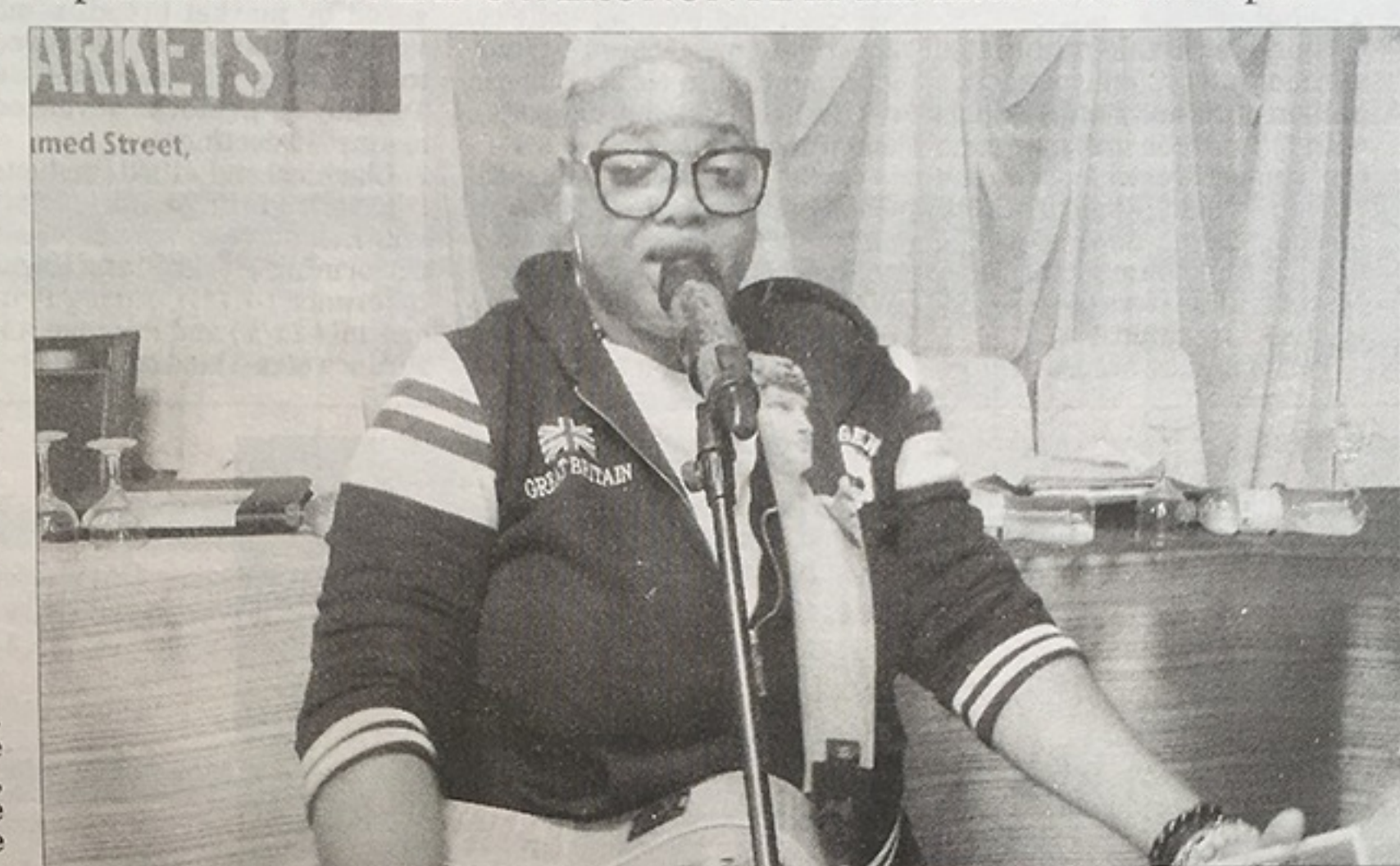
Music such as the likes of Asha, Davido, Wizkid, etc, those ones are mainstream. Then you have Fuji, hip hop, Nija music, generally these are all mainstream music and quite different from the alternative music genre.

These other guys now come in to Abuja because the nation's capital has more of an enlightened culture. Expatriates, lots of them, patronise this kind of music. It is easier to make sense of the music than the mainstream for them.

In Lagos, because of the oversaturation of music, even though it is an alternative guys go to Lagos, too.

The more you are able to build your fan base for your music, the more your potential increases. It is

Zainab Sule believes that the calm of Abuja is a major attraction for what she calls the alternative music genre by her estimation as she explains to NICHOLAS UWERUNONYE in this interview. Excerpts:



Sule

you can't do this kind of music and make a living from it. But in other countries they have been doing it. You have the likes of Celene Dion, Adele, most of these pop guys. They have been on for a while and we are just catching on.

How does the regulatory framework of the industry sit with you guys? We know that piracy is a major problem from the music and video industry. How do you guys cope?

One of the main challenges for us is that 90 percent of alternative music guys are independent. We do it on our own. If you go to Alaba, they will not buy because you are not Davido or Wizkid. But on the flip side, our own music cut across international borders.

You know that there is COSAN, and there is another body, AMRI, then say, 'ah, this one makes sense as well.'

In the areas of endorsements, how are you guys faring?

For me, I am an ambassador for Action Aid. I have worked with them for four years. Yes, we have been that lucky. But sometimes it is hard. I have come to be the friend of Nigeria Film and Video Censors Board, NVCB. I have known them for a while. We also do shows every year. Last year's show was sponsored by Airtel and Guinness.

How do you guys in the alternative music tend to be more urbane, educated. Could this be responsible for your status of

audience. That is how I know if it would be appropriate. So I did this particular song in Lagos and wasn't sure about it, but during the rehearsal for the Lagos show, I was performing in a certain way and there was this man, Ono who advised me to put my soul into singing the song. He was supposed to come for the Lagos show, but on his way to the event he died in an accident on his power bike. Anytime I perform the song I remember him.

Have you considered exploring other musical instruments?

Zainab No. It's always going to be the guitar. WM: How did you get attached to the guitar as your go-to musical instrument, as opposed to others?

Zainab It was in 2002. I didn't like the fact that when I wrote a song I needed someone to play for me. So I have always had that desire from when I was very young. I told my mum and my dad said 'God forbid, his child can't be a musician'. My mum was the one who, under duress, bought a guitar for me. But I couldn't play until when I went to university of Jos and hung out with friends. I have never had a conventional teacher, but we had access to videos.

WM: How were the two albums you released before *Hypersonic* received by fans?

Zainab I released two albums and one EP. The first album in 2010 did very well because Abuja was a closed up town where people knew each other. So it was easier for the album to fly. I performed a lot

of live shows. So I'm very scared in a way because I am not used to it. That's why this is different. A part of me is still used to show. I wasn't comfortable about an album launch, but I want to give listeners an experience as well. So the difference is, I am going to play a lot more, with four other supporting acts.

WM: What makes this album different from your other two, *Ellis* and *Attitude*?

Zainab Five years is a long time. I have grown. I am not the same singer. I feel that sometimes you need those albums to like categorise your growth. I would say no. The way I sing now, my lyrics, and even dressing, has changed.

There's a lot of maturity in this album, a lot of me coming out now as opposed to then. Also, the producers I worked with then couldn't interpret my sound. Now I was able to travel around the country and get what I wanted. I was able to work with people who are used to Alternative Music. In this album I met someone who's used to

an audience. That is how I know if it would be appropriate. So I did this particular song in Lagos and wasn't sure about it, but during the rehearsal for the Lagos show, I was performing in a certain way and there was this man, Ono who advised me to put my soul into singing the song. He was supposed to come for the Lagos show, but on his way to the event he died in an accident on his power bike. Anytime I perform the song I remember him.

Have you considered exploring other musical instruments?

Zainab No. It's always going to be the guitar. WM: How did you get attached to the guitar as your go-to musical instrument, as opposed to others?

Zainab It was in 2002. I didn't like the fact that when I wrote a song I needed someone to play for me. So I have always had that desire from when I was very young. I told my mum and my dad said 'God forbid, his child can't be a musician'. My mum was the one who, under duress, bought a guitar for me. But I couldn't play until when I went to university of Jos and hung out with friends. I have never had a conventional teacher, but we had access to videos.

WM: How were the two albums you released before *Hypersonic* received by fans?

Zainab I released two albums and one EP. The first album in 2010 did very well because Abuja was a closed up town where people knew each other. So it was easier for the album to fly. I performed a lot

of live shows. So I'm very scared in a way because I am not used to it. That's why this is different. A part of me is still used to show. I wasn't comfortable about an album launch, but I want to give listeners an experience as well. So the difference is, I am going to play a lot more, with four other supporting acts.

WM: What makes this album different from your other two, *Ellis* and *Attitude*?

Zainab Five years is a long time. I have grown. I am not the same singer. I feel that sometimes you need those albums to like categorise your growth. I would say no. The way I sing now, my lyrics, and even dressing, has changed.

There's a lot of maturity in this album, a lot of me coming out now as opposed to then. Also, the producers I worked with then couldn't interpret my sound. Now I was able to travel around the country and get what I wanted. I was able to work with people who are used to Alternative Music. In this album I met someone who's used to

an audience. That is how I know if it would be appropriate. So I did this particular song in Lagos and wasn't sure about it, but during the rehearsal for the Lagos show, I was performing in a certain way and there was this man, Ono who advised me to put my soul into singing the song. He was supposed to come for the Lagos show, but on his way to the event he died in an accident on his power bike. Anytime I perform the song I remember him.

Have you considered exploring other musical instruments?

Zainab No. It's always going to be the guitar. WM: How did you get attached to the guitar as your go-to musical instrument, as opposed to others?

Zainab It was in 2002. I didn't like the fact that when I wrote a song I needed someone to play for me. So I have always had that desire from when I was very young. I told my mum and my dad said 'God forbid, his child can't be a musician'. My mum was the one who, under duress, bought a guitar for me. But I couldn't play until when I went to university of Jos and hung out with friends. I have never had a conventional teacher, but we had access to videos.

WM: How were the two albums you released before *Hypersonic* received by fans?

Zainab I released two albums and one EP. The first album in 2010 did very well because Abuja was a closed up town where people knew each other. So it was easier for the album to fly. I performed a lot

of live shows. So I'm very scared in a way because I am not used to it. That's why this is different. A part of me is still used to show. I wasn't comfortable about an album launch, but I want to give listeners an experience as well. So the difference is, I am going to play a lot more, with four other supporting acts.

WM: What makes this album different from your other two, *Ellis* and *Attitude*?

Zainab Five years is a long time. I have grown. I am not the same singer. I feel that sometimes you need those albums to like categorise your growth. I would say no. The way I sing now, my lyrics, and even dressing, has changed.



*zainabSULE

the near future or you are still sticking to your name? zainabSULE is the name my parents gave me, so I do not intend to change it, I feel comfortable with it. Michael Jackson used his name, so why do I have to change mine? Some artists do not think about when they grow older, by that time those names might be a little childish for them, but there is nothing they can do about that again because it has stuck with them like a second skin. So zainabSULE it is, it is a one word name.

How do you get inspiration to compose and write songs? It is God, most of time when I am just playing with

It's a very big issue. I personally don't do drugs, musician, I've seen it around me, I don't think it's something that should be encouraged. It takes self discipline and of God to abstain from drugs. As much as I would like never, I would say I am depending on the grace of God. I would say I am depending on the grace of God. I would say I am depending on the grace of God. I would say I am depending on the grace of God.

What would you say your greatest moment is so far? The greatest moment of any artist is when you play and people are inspired and they appreciate your work. My greatest moment is being on A.M express without knowing anybody.

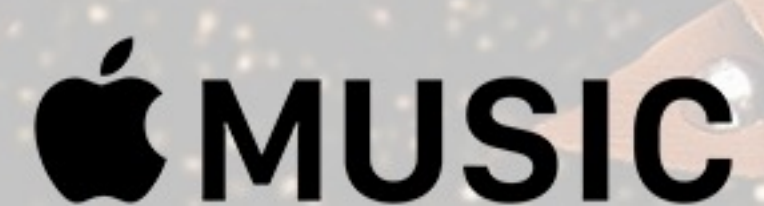
Zainab Sule
Why I'm called 'Queen of Soft Rock'

LifeXtra: Why you should pay more compliments

LOW LESS HALL TRI

Why after

Came



CONTACT:

+234-8033177965, +234-8086816356

qosr@zainabsule.com



zainabsule

www.zainabsule.com