

DESTINY ROGERS RELEASES “WHAT I LIKE” (Official Live Performance Video) In Partnership with Levi’s & Directed by Derek Pike

*Single Featured as part of Destiny’s Jordan Brand Campaign
“Delta of Destiny,” as Part of Launch for the Jordan Delta 2 Shoe*

Watch it **HERE:** <https://smarturl.it/WhatILikeLivex>



Photo Credit: Will Azcona @willazcona High Res [HERE](#)

What the press is saying about Destiny Rogers:

“Destiny Rogers is the new ‘It’ girl of alt-R&B.” **NYLON**

“...an unapologetic uniqueness, a creative presence, and a strong voice.”
V MAGAZINE’S “NEXT GENERATION

“Destiny Rogers marries a gift for personal storytelling with a sumptuous percussion palette...”
Billboard

(New York - August 11, 2021) Today, Beach Wave Sound / RCA Records artist **Destiny Rogers** releases a live performance video of her brand new **single “What I Like”** in partnership with Levi’s and directed by Derek Pike.

Watch the Live Performance Video HERE: <https://smarturl.it/WhatILikeLivex>

“What I Like” was produced by multi-Grammy Award winning and “Producer of the Year” nominated producers/songwriters **The Stereotypes** (Bruno Mars, Cardi B., Justin Bieber) who also co-wrote the song with Destiny.

Listen to the single HERE: <https://smarturl.it/WhatILikex>

Unapologetic but impossibly smooth, “What I Like” shares some crucial insight into Destiny’s personality, listing off what she loves (matte-black Mercedes-AMGs, men who don’t talk too much) and what she can’t stand (driving the speed limit, dudes who expect her to pick up the check).

“What I Like” is featured in **Destiny’s Jordan Brand** campaign, titled “**Delta of Destiny**” for the release of the **Jordan Delta 2 shoe**. The month-long campaign is featured on Jordan’s social pages and on the Nike app. Every week until August 11th, Jordan Brand will be releasing content featuring Destiny Rogers with “What I Like” as the featured track.

Check out the Jordan Brand campaign on Instagram [HERE](#) and on the Nike App [HERE](#).

Comments Destiny: “I am so thankful to the Jordan family for a giving me the opportunity and platform to share my story and to feature some new music! It’s a dream come true.”

“What I Like” follows Destiny’s track “**West Like**” **feat Kalan.FrFr** on which Destiny pays loving homage to her West Coast and Latin roots, laying down a groove-heavy, talk-box-enhanced track inspired by the classic G-Funk records of the early '90s. Check out the video premiere on [COMPLEX](#), watch the official video [HERE](#) and a live performance that debuted at the end of July [HERE](#).

Since first breaking through with her boldly confident but carefree single “Tomboy,” which has generated 44 million views on YouTube ([Watch HERE](#)) and most recently covered by K-Pop super group **Black Pink’s Lisa** through a dance cover ([Watch HERE](#))) that has generated over 69 million views, Destiny Rogers has staked her claim as an artist to watch. Growing up in the Northern California town of Lodi, the 21-year-old multi-faceted musician taught herself to play guitar at age 10 and soon started writing and self-producing her own songs. Soon after the 2019 premiere of “Tomboy,” a track that recently hit #12 on Spotify’s Global Viral 50, Destiny’s spectacular rise has included touring the world and writing for heavy hitters such as **Alicia Keys, Khelani** and **G-Eazy**, all while discovering a new sound that transcends genres to irresistible effect. Check out her Genius Verified piece [HERE](#) which explores her debut “Tomboy.”

Destiny Rogers is currently in the studio working on new material. Prior to “West Like” featuring Kalan.FrFr, Destiny released a reworking of “Tomboy” feat. Coi Leray, and linked up with Coi for a special TikTok to the song which was reposted on [Instagram](#) and praised by **Kim Kardashian West**. In addition, K-Pop superstar **B.I** released his global single, “Got It Like That” featuring Destiny Rogers with **Tyla Yaweh** which debuted at #1 on Spotify’s K-Pop X-Overs chart and has generated over 4 million views on YouTube ([Watch HERE](#)).

About Destiny Rogers:

21-year-old Destiny Rogers is a singer, songwriter, and multi-instrumentalist who was born and bred in Lodi, a small Northern California town. At age 6, she became obsessed with skateboarding and even thought she wanted to pursue her passion professionally. She grew up in the church with her father who is a youth pastor who and listened to AC/DC and Mexican mother who listened to Mariachi music -- Destiny was pulled in by the power of music. At age 9, she received her first guitar and by age 10 taught herself how to play by watching Justin Bieber covers online and began singing.

After a few years of busking in Los Angeles on the weekends and facing the trials and tribulations of the music industry, she connected with the Grammy-Award winning songwriter/producer team The Stereotypes (Bruno Mars, Cardi B, Justin Bieber). She signed to their label, Beach Wave Sound in 2018 and released her R&B and hip-hop inflected pop debut EP *Tomboy* via Beach Wave Sound/RCA Records the following year.

Destiny has performed at various festivals including Something in the Water, Lights On and Tyler, The Creator’s Camp Flog Gnaw, as well as on a European and North American tour with Ruel.



High res cover art [HERE](#)

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