

**ENTER ALICIA KEYS' WORLD & "GET LOST IN THE LALA"
WITH OFFICIAL VIDEO FOR NEW SINGLE
"LALA" FEAT. SWAE LEE
OUT NOW**



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[New York, NY – September 23, 2021] Today, 15-time GRAMMY® Award-winning artist and worldwide-celebrated music icon Alicia Keys released the official video for her new single “LALA” featuring Diamond Selling Recording Artist Swae Lee via RCA Records. Directed by Sylvia M Zakhary & Sing J. Lee, the video brings you to a world all her own. Timeless, elegant, luxurious, and bustling with energy, Alicia performs for the star-studded crowd, including Snoop Dogg, Lena Waithe, Khalid, Swizz Beatz, Russell Westbrook, Gunna and more as they revel in the evening. View the video [here](#).

Alicia released “LALA” earlier this month and following the release, Keys returned to the MTV VMAs stage for the debut live performance of the song with her hometown, New York City, shining behind her. The next day, Alicia radiated beauty and elegance as she stepped onto the carpet at the 2021 MET Gala wearing AZ Factory and Van Cleef & Arpels and later celebrated the night, her new single, and her husband’s birthday with an exclusive soiree attended by Elon Musk and Michael Jordan, among many of the most illustrious creative artists of today.

And last week, she released the trailer for her forthcoming intimate performance docuseries for YouTube Originals, “Noted: Alicia Keys The Untold Stories.” Keys produced the series which will be released on September 30. View the trailer [here](#).



Listen to "LALA" [here](#).

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Connect with Alicia Keys

WEBSITE: AliciaKeys.com

INSTAGRAM: [@aliciakeys](https://www.instagram.com/aliciakeys)

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FACEBOOK: facebook.com/aliciakeys