

A\$AP ROCKY RETURNS WITH NEW SINGLE AND VIDEO “D.M.B.”

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May 5, 2022 – Today, Multi-hyphenated artist, entrepreneur, actor and fashion icon **A\$AP Rocky** has dropped his new single, “**D.M.B.**” via A\$AP Worldwide/Polo Grounds Music/RCA Records--get it [here!](#) The track was accompanied by a cinematic music video which stars A\$AP Rocky and **Rihanna**—watch it [here!](#) The video is an ode to the classic love story, with Rocky and Rihanna depicting true ride-or-die characters in a devoted relationship despite their circumstances.

The video was shot in New York last summer and was written, directed & executive produced by A\$AP Rocky for **AWGE**. The track was produced by **Lord Flacko**,

Skepta, Shlohmo, Hector Delgado & Kelvin Krash with additional production by **D33J**.



Photo Credit: Cam Hicks

About A\$AP Rocky

Multi-hyphenated artist, entrepreneur, actor and fashion icon A\$AP Rocky, born Rakim Mayers, has taken the world by storm since his emergence in 2011. Rocky has continued to dominate the music industry by clocking over 7.8 Billion streams to date. In addition, his music videos have earned a staggering 1.9 Billion combined views on YouTube. In 2018, with two critically acclaimed, #1 debuts on the Billboard 200 for freshman & sophomore albums, LONG.LIVE.A\$AP and AT.LONG.LAST.A\$AP, Rocky released his highly-anticipated third studio album, TESTING, which has garnered over 1 Billion streams worldwide, landing at #1 on the iTunes charts in 16 countries upon release. In August of 2019, Rocky dropped new single “Babushka Boi” accompanied by a viral Dick Tracy-inspired video featuring A\$AP Ferg, SchHoolboy Q, A\$AP Nast and Kamil Abbas, which went on to receive a 2020 MTV Video Music Award nomination for “Best Art Direction”.

A\$AP Rocky has been a part of many high-profile commercial campaigns including Calvin Klein, Gucci, Courvoisier, Dior, Mercedes Benz, Guess and Fenty Skin. The past four years have also seen Rocky’s creative agency AWGE in the spotlight, launching

partnerships with Marine Serre, Amina Muaddi, Selfridges, JW Anderson, MTV, and more. In addition, AWGE has launched the careers of notable artists such as PlayboiCarti, slowthai, Smooky MarGiela, and more.

Most recently, Rocky announced his highly anticipated venture Mercer + Prince, a new Blended Canadian whisky created and developed in partnership with Global Brand Equities, and Spirits of Gallo. Mercer + Prince represents the convergence of two of A\$AP Rocky's favorite cross streets in New York City, paying homage to his treasured years living in SoHo, while also embodying the zeitgeist of the city's energy in the heart of the fashion and cultural spheres. It will be available later this summer.