

LIRA Concise biog Aug 2020

Lira is a South African Multiplatinum selling Singer, Songwriter, Model, Entrepreneur and Author.

Well respected and renowned for her positive music and spectacular live performances, Lira's career spans over 17 years with 6 albums, 4 live DVDs and a documentary series. She has released albums in Italy, Thailand, North America and her latest album, launched under her own record label Otarel Music, was released world-wide.

Lira is dedicated to keeping her music inspirational and uplifting because she believes the world needs more positivity. Her brand represents her African heritage, self-acceptance, excellence and breaking boundaries.

She penned an autobiography titled Making Herstory in 2013, and this has led to her being invited as a key note speaker at various entrepreneurial, women empowerment, as well as spiritual platforms. This year (2020) she was a speaker at The Forbes Women in Leadership summit.

Some of her career highlights:

- 11 time South African Music Award winner.
- Performed at Barack Obama's 2nd inauguration in Washington in January 2012.
- Nominated for a BET International Artist award 2012 (USA).
- The first African artist to release a full HD concert film in 2009 and has since released 4 concert films.
- Credited as executive producer for the successful South African Box office movie "Happiness is a four letter word".
- Executive produced two seasons of her inspirational documentary series called "Dream Chaser", which was broadcast in 40 countries on Fox TV. It followed the developments of her career and tours in the United States of America.
- Coach on 3 seasons of music talent show "The Voice SA".
- A judge on American Talent TV show "The World's Best" on CBS (aired in north America and South Africa in 2019).
- The first African to be honored by international toy company Mattel with a one of a kind Barbie doll made in her likeness. This was in celebration of the Barbie brand's 60th anniversary in 2019 and to honor Lira as a role model.
- She attended the 62nd Grammy Awards in Los Angeles in January 2020 and also performed in front of the Grammy voting members.
- Became first Namibian Tourism Ambassador in 2020

Interests and Social Work:

- Adopted the East Rand School of Arts in her home town and aids them with fundraising initiatives and supports the school over all (From 2009).

- Supports the Student Sponsorship Programme which educates over 500 kids from primary school to university (From 2011).

- Privately funds students in need of tuition fees on a year to year basis (From 2006).

- An avid golfer often invited to social and fundraising tournaments.

- An outdoor lover who loves travel and adventure. She is a bit of an adrenalin junkie who has done sky diving twice in the Namib Desert, gone dog sledding on the North Pole, bungee jumped off the highest bridge in the world and loves skiing.

- Loves to host dinner parties.

Previous Brand Endorsements:

- First African face of Bobbi Brown cosmetics 2016 – 2018

- LUX – “We are more” campaign 2017

- Continental Ambassador for Samsung home appliances 2012 – 2015

- Shield Deodorant 2012 – 2015

- Audi 2008 – 2014

Social Media Reach:

- Facebook: MissLiraMusic: 759 800

- Instagram: miss_lira: 325 000

- Twitter: @Miss_LIRA: 479 900