

Robbie Rivera Releases First Track Under Relaunches Juicy Music Label 'Jump Up' Feat The Melody Men

By Klaus | August 26, 2022



Internationally-acclaimed DJ, producer, and label-owner Robbie Rivera is back with the first release on Juicy Music since it's announced relaunch last month. Featuring UK-duo The Melody Men, the much-anticipated debut track "Jump Up" features Rivera's signature electro-house style layered with percolating, high-energy vocals. The Juicy Music imprint made waves last month when Rivera teamed up with ex-Spotify executive Austin Kramer and Novation Holdings Inc. to bring a new chapter for artists in the dance music industry. With a mission to break down genre-barriers, blend older sounds with the new, and focus in on the music once again-the reimagined labels' first track release does exactly that.



A result of months of working to produce an absolute club-ready track, "Jump Up" delivers a mix of latin-house beats alongside Robbie Rivera's old-school electro-house sound that became his staple in the mid 2000's. The Melody Men's captivating vocal-work adds a commercial sound that is sure to captivate dancefloors across the globe. "This is one of the longest songs I've ever worked on. I couldn't produce the right track that made me shake my head to the beat!", Rivera explains. "I needed help so I asked my friends Matteo Mussoni, Chris Samz, and Dero to adjust the sound and add some edits on the vocals- then boom, it was ready. I tested it in Miami at Le Rouge and the crowd absolutely loved it. I finally noticed that I was shaking my head while playing it, so I knew it was finished."

The song was originally meant to be a driving tech-house arrangement- but after compiling different versions, piano chords, and synths, Rivera decided that it was important to go back to his roots for Juicy Music's first release. Growing up in Puerto Rico, Rivera's unique style derives elements from his upbringing, such as reggae and dancehall influences, which lead to him bringing on London-based songwriters The Melody Men.

"I grew up in the Caribbean and reggae was a huge part of my musical upbringing. The Melody Men are extremely talented at producing great hooks and amazing tracks that work well alongside these genres. After working with them on the single, 'Switch It', I figured let's try it again for another tune!" - Rivera on collaborating with The Melody Men

Since 1996, Juicy Music has established its' name as one of the most influential record groups in the dance music scene. It was solidified as one of the first labels on Beatport and iTunes Dance-signing on tracks from artists such as Steve Angello, Sebastian Ingrosso, David Tort, Saeed Younan, David Guetta, Tom & Collins, and Tom Stephan in the early stages of their careers. With Tomorrowland radio-host Austin Kramer as their newest partner, the team will add many more rising artists to their roster while Rivera focuses on fusing them with the label's legendary original sound. Over the course of the coming months, a combination of both next-generation producers and industry titans alike are set to release singles and EP's on Juicy Music. With this debut release, Rivera hopes to establish that although the relaunches label may be looking forward- the roots of the project still focus on bringing multiple genres and artists together as a synchronous community in dance music.

Robbie states, "I wanted the first release to show that Juicy Music is still about making club tunes for DJs first- not about worrying about fitting into a specific genre because someone is telling them to do so."

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