

# OLGA ALEX

## The Triple Threat Silently Taking Over The Scene

By: Nichole Lee Adams

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Olga Alexandrova, known to the entertainment world as Olga Alex, arrived in America seven years ago to chase the American Dream and live in what she calls the “free world”. This Ufa, Republic of Bashkortostan-born beauty is on the fast track to visualizing all her dreams become reality. The singer, model, and songwriter is silently dominating the entertainment industry while creating a new standard for pop excellence, and it's time we pay attention to what she has to say.

Holding steady with 88 weeks on the charts, DJ's all around the world are adding her top-charting single, “Holdin On (I Feel Love)” into their playlists. The masterpiece hit, with exclusive remixes by Robbie Rivera, Jody V, James Anthony, Eddie Baez, and Saeed Younan, is now in heavy rotation on the airwaves in 14 countries worldwide. Published by LoveCat Music, “Crossroads of the World,” her very first and only Russian song, recorded in 2018, was premiered in ShowTime's hit TV series, “Shameless,” (S:8 E:3) airing to over 6 million viewers. Quickly ballooning, the song soon found its way into the scenes of CBS production “NCIS: Los Angeles” starring LL Cool J, and Amazon Prime's “The Romanoffs” which details the fate of the last royal dynasty in Russia. Making history, “Crossroads of the World” is the first foreign language song to be licensed twice in less than a year to two major television series airing on major networks. To date, the song has been leased by 4 major TV shows and networks.



First rising to fame in her home country, Alex was a star on MTV's Reality TV Show “R&B Girls” which aired to over 80 million viewers and opened the doors for Olga to pose in the Playboy Magazine and Rolling Stones, among others.

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***"A Resident of Couture Fashion Week"***

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Music is her biggest passion, and she says she can't imagine her life without it, but while her music is being played all around the world, this talented artist and model can also be seen in New York subway stations gracing print ad campaigns for top fashion brands Juicy Couture and Lola. Spotting her talent early on, Andres Aquino,

Designer & Founder of Couture Fashion Week, has personally granted Olga the opportunity to sing and model simultaneously in every show, twice a year, dating back to 2016, giving the singer/model the unofficial title of ***"A resident of Couture Fashion Week."*** The biannual event was birthed in 2005 when Andre decided to blend Fashion & Entertainment for an over-the-top display of hundreds of luxury fashion collections by elite designers from all over the world. "The Super Bowl of Fashion" attracts over 5000 attendees and 200 plus press outlets, not including social media.

Leaving her early life behind and coming to America with a dream and blueprint for success, the portfolio of top-rated collaborations for this singer/model/songwriter is quickly expanding. Her resume currently includes working with 12-time Grammy winner, Dave Darlington, who is a real heavyweight in the music industry. He has produced hits for hundreds of megastars including, the late icon Whitney Houston, Sting, Mark Anthony, Avicii, Bob Sinclar, and many more. Her album covers were shot by, Vikram Pathak, who is a world-renowned Fashion & Editorial Photographer. His work can be seen gracing the covers and pages of Vogue India, Harper's Bazaar, Harper's Bride, and Spin Magazine, just to name a few. If that is not enough, don't forget to include the list of Rockstar DJ's listed above who have remixed her current hit, "Holdin On (I Feel Love)."





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***"I can honestly say music chose me; I did not choose music"***

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***"I can honestly say music chose me; I did not choose music,"*** says Alex, who has been flexing her music muscles since a young age. Olga says she's been infected with a love for music for as long as she can remember and began singing for her mother as a young child. Even though continents and oceans divide them physically, they speak daily by phone, and Olga undoubtedly claims her mother as her biggest supporter. A "Woman with a Purpose", the songwriter prides herself on all the hard work that goes behind the product that she delivers. She likes to do things her way and proudly puts her heart into her work to produce songs from the soul. In her songwriting, she advises, "Don't be afraid to go where your heart takes you. Just go there, don't question it, because the result will be something so powerful and amazing you'll never be able to recreate it again. Everybody needs to do what they've been created for, and I think I feel like I'm in harmony with it. I love music, I love New York, I love life."

Her light and love for life will only get brighter as she continues to play out her dreams on the world stage. Currently working on a revision of her 2017 song, "Gravity," Olga looks to reconstruct the song, adding more energy for live audiences and giving the people music they can feel. She's hoping to debut the revised single at the upcoming New York Fashion Week and is looking forward to the authentic connection between her new music and the energy of the audience.



Once the revision of "Gravity" is complete, the artist has a hot plate of creative to-dos. She has plans to reconnect with Jody Bukas, the first and original producer of "Holding On (I Feel Love)" to collaborate on a follow-up House Style record. Alex also has plans to make another record with all the DJ's who have contributed to the current success and world soaring heights of her current single "Holdin On (I Feel Love)."

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## ***"At The Crossroads of Worlds We Turn Into Shadows..."***

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Inspired by the likes of Stevie Wonder, Natalie Cole, Gloria Gaynor, and Donna Summer, Alex compares her sound style to a blend of Lana Del Ray, Norah Jones, Kylie Minogue, and Dua Lipa. She says her music has an old fashion disco beat made using live elements such as strings, brass sections, and drums. She is inspired by the Studio 54 Era which is such a strong part of the history of New York City and her deep connection to it. Constantly working to elevate her career to the next level, Alex will soon undertake and record a Jazz project, something rather unusual for an EDM music artist. The songwriter has a batch of song ideas she recorded on her iPhone during the Covid quarantine and plans to debut a highly-anticipated album with a very unique blend of R&B sound and jazz elements.

Olga Alex persists in showing herself fearlessly to the world in pursuit of her dreams. Olga Alex is blurring the lines and showing us that music can mend and connect us all. Olga Alex brings our attention to the fact that there is only one language, the language of the soul. ***"At the crossroads of worlds, we turn into shadows..."*** A line from Alex's one and only Russian song, "Crossroads of the World." As the world has been transitioning into a new society since the new decade began, Olga encourages us to, "Welcome the Journey. We've all been through too much hurt and pain, but if we learn from our mistakes, there is a newfound sense of hope for us all." In her message to the world, Olga tells us to "Follow your dreams and never give up! Love your Freedom – be part of the FREE world and support it with your creativity. FREEDOM is one of the most important things we have." As she manages to tackle the American entertainment industry from various different angles, it is easy to say that Olga Alex is well on the path to cracking multiple music industry & entertainment records.



Olga Alex has been moving silently in the shadows of New York City, but we should all expect this triple threat singer/model/songwriter to be a recognized household face and name in the coming years. She is unstoppable and the world should look forward to her delivering more healing art from her soul. Through her music, Olga Alex is an example and inspiration to us all that the "American Dream" is real, and if you are willing to "risk it all" to pursue your dreams, the sky is truly the limit.