



ABOUT YACOBY

YACOBY is the musical alter ego of Jacob Abrian, the visionary founder and CEO of Dubai's Arab Fashion Council and co-creator of Dubai Fashion Week®. His sound mirrors a life without borders — shaped by his American, Italian-Argentinian, and Lebanese roots — and his constant movement across continents.

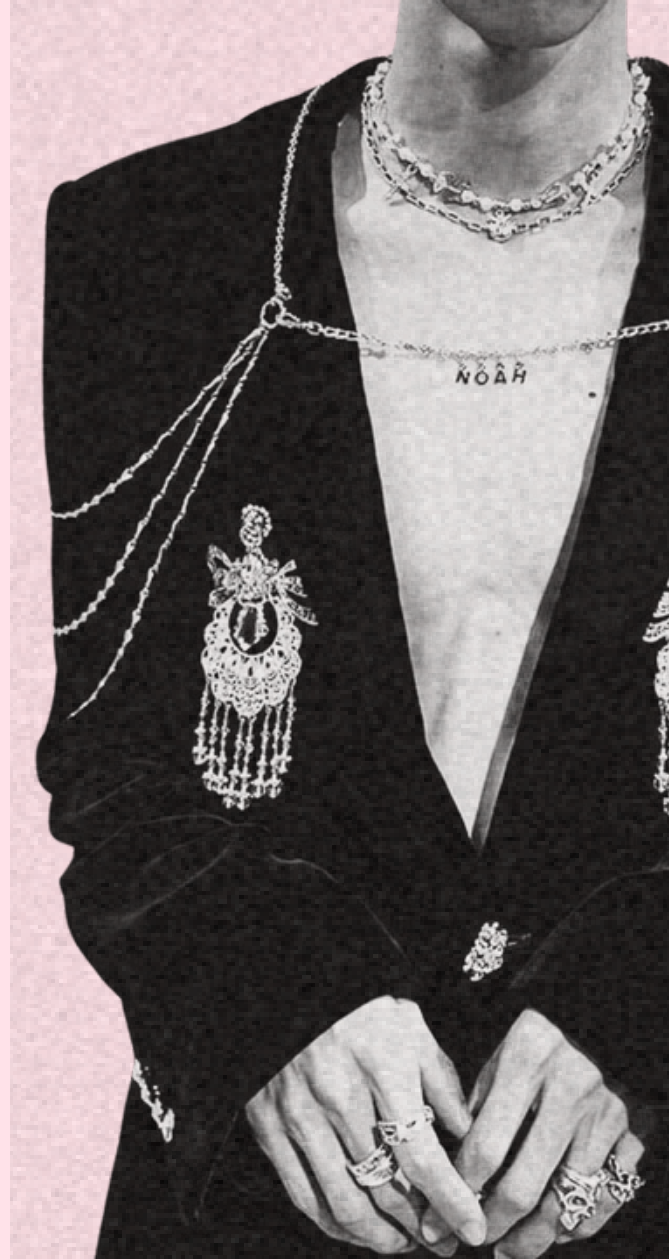
Making a bold entrance into the music world, YACOBY fuses his fashion sensibility with a cinematic, cross-genre vision that blurs the lines between art, sound, and style. His music embodies sophistication and freedom — bilingual, emotionally charged, and visually editorial — seamlessly uniting his established fashion legacy with a fresh sonic identity.



Drawing from Latin reggaeton, Afro, R&B, and alternative rock, YACOBY creates a bilingual (English-Spanish) universe that feels both global and intimate — cinematic, sensual, and deeply human. With an audience of over 2 million followers, YACOBY stands at the intersection of music and fashion, committed to redefining creative expression and inspiring a new cultural movement.

MOOD BOARD

Jacob aims to embody a style that defies the image of a conventional businessman—bold, authoritative, and distinctly different from the everyday. Known for his fearless fashion choices, even while leading a prestigious institution in **Dubai**, Jacob plans to amplify this daring look as he steps into the music world. His new venture will push boundaries even further, highlighting his bold and unconventional aesthetic owning his favorite color “**Cotton Candy Crush**”



EDGY | BOLD | DARING
UNCONVENTIONAL | AUTHORITATIVE
FEARLESS | TRENDSETTER | ELEVATED
REBELLIOUS | CONTRADICTORY
DISTINCTIVE | VISIONARY | FASHION-
FORWARD | DISRUPTIVE
SOPHISTICATED | AVANT-GARDE
UNEXPECTED | POWERFUL | ARTISTIC
CONFIDENT | SEXY | DARK | ELEGANT
TRASH

LANGUAGES

ENGLISH | ITALIAN | FRENCH
SPANISH | ARABIC

CONTRADICTION IS THE NEW PERFECT

JUST DON'T SET
BE EXPECTATION



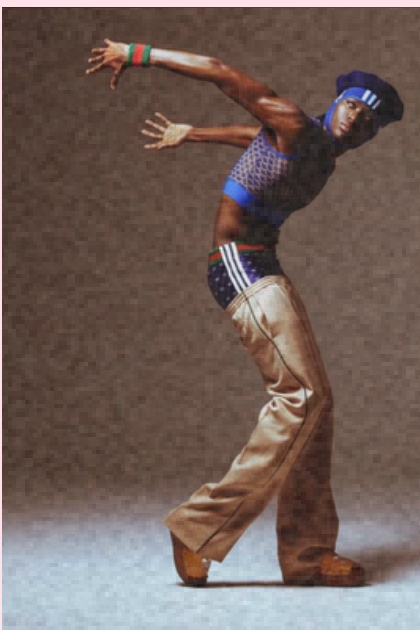
DON'T BE REGULAR BE EXTRA



ELEGANT



DAYS



BORING



DAYS

FIRST RELEASE



click to play

LYRICS

Hook

I am in love when I am free,
Love is me being like a bee—

Verse 1

I feel the sun when I'm on my way,
Dancing through life like a sweet ballet.
No chains on me, no rules to keep,
Just your touch pulling me deep

Pre-Chorus

You whisper low, "don't ever change,"
But I was born to roam, a little strange.
I taste the sky, I kiss the breeze,
And you still chase my honey, like the bees.

Chorus

I am in love when I am free,
Love is me being like a bee—
Mingling around,
Not worried by any bound.
Don't worry, just thug it up
Let me be
Catch me if you can, but let me be.

Oh la la... ohalala...
Oh la la... ohalala...
Oh la la... ohalala...
Oh la la... ohalala...

Verse 2

Y no tiene caso que preguntes
Porque hoy no diré nada
Nadaaa
Quédate en mis brazos
Pa ti tengo la miel que huele a Drama
que huele a Drama

Chorus

I am in love when I am free,
Love is me being like a bee—
Mingling around,
Not worried by any bound.
Don't worry, just thug it up
Let me be
Catch me if you can, but let me be.

[Belly Dance on Drums]

Oh la la... ohalala...
Oh la la... ohalala...
Oh la la... ohalala...
Oh la la... ohalala...

Chorus & Outro

I am in love when I am free,
Love is me being like a bee—
Mingling around,
Not worried by any bound.
Don't worry, just thug it up
Let me be
Catch me if you can, but let me be.



CREDITS

ARTIST: YACOBY

PRODUCER: GRAMMY WINNER: DANI CRAZY TOWN



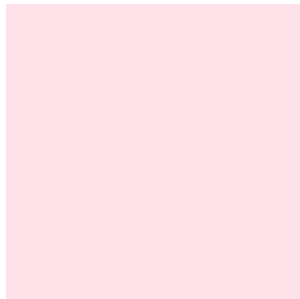
MUSIC VIDEO DIRECTOR: MARLON PEÑA:
ONE OF THE MOST IMPORTANT DIRECTOR WHO DIRECTED
MUSIC VIDEO FOR DADDY YANKEE, MALUMA, BAD BUNNY...



FUTURE RELEASES

- LIKE A BEE: AFRO REGGAETON | BILINGUAL ENG - SPANISH | NOV 2025
- MATRYOSHKA DOLLS: R&B - SOUL | BILINGUAL ENG - SPANISH | FEB 2026
- LUCKY MONSTER: ALT. ROCK, NU METAL, REGGAETON | BILINGUAL ENG - SPANISH | APRIL 2026
- EP: 7 SONGS | ALT. ROCK, NU METAL, REGGAETON | BILINGUAL ENG - SPANISH | JUNE 2026

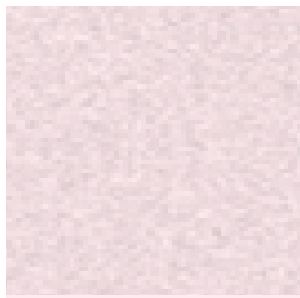
BRAND GUIDELINES



- BACKGROUND COLOR
- HAIR COLOR
- INSTAGRAM HIGHLIGHTS

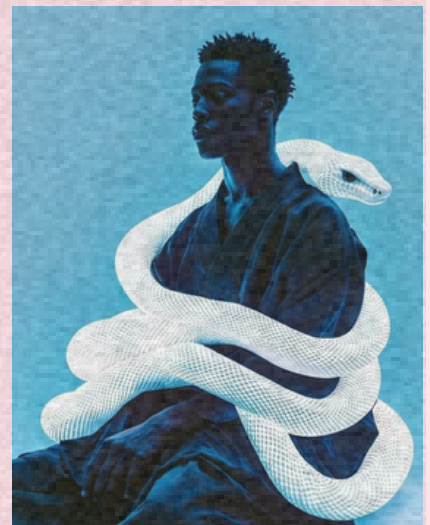
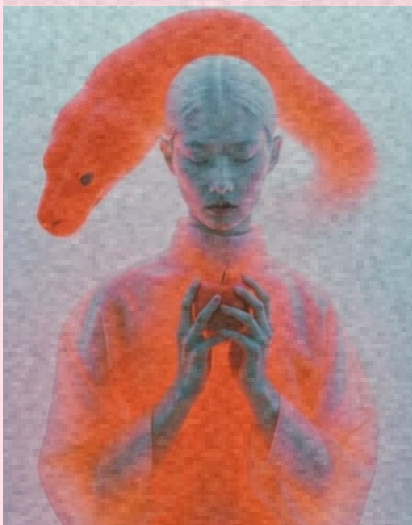


- TEXT COLOR
- FONTS COLOR
- INSTAGRAM STORY TEXT



- IMAGES OVERLAY FILTER
- STORIES
- VIDEOS
- FEED

PHOTO- GRAPHY STYLE & CONCEPT





SOCIAL @ JACOBABRIAN
SOON WILL TURN INTO
@YACOBY

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