

Lil Def, 20 Year Old Artist From Nunavut, Reflects: Finding His Image, Staying Indie, and New Music

Lil Def is a 20 year old artist from Iqaluit, Nunavut. Isolated in the arctics, he has grown his independent efforts as an artist to reach worldwide capacity. From his bedroom to a tour with Lil Windex, Lil Def is making headlines through the north.



Iqaluit, Oct 6, 2019 (IssueWire.com) - **Lil Def** is a recording artist from a frigid, isolated town in the arctic. He has been involved with the movement of releasing self-published music alongside fellow Canadians for the past 2 years. Growing up, Lil Def was unexposed to the frills of a big city. Notably, without 4G connectivity, trustworthy Wi-Fi, or the glamour and pace of a mecca like New York City, Lil Def has utilized the platform Instagram to showcase and network his gift for making music. Pulling influence from contemporaries like IDK, Nav, and Lil Uzi Vert, Lil Def has independently put his cozy tundra in Iqaluit on the map. From involvement in streetwear fashion to handling his own tour in Canada, Lil Def is the quintessential "come-up" story. Initially, from humble upbringings, he used the power of social media to market his viral image, promote his music, and build a name for himself through Instagram, SoundCloud, and Spotify.

In his journey, Lil Def got his start in October 2017 when he visited his first booth at **MakeWay Studios** in Montreal, Quebec. Prior to recording his first track, he arranged a budget by flipping a car and reselling some streetwear pieces in his collection. From the moment he touched a mic, Lil Def felt *natural*; finding the medium of music to express himself through a colorized sonic aesthetic. Flexing designer brands and flaunting ear-worm adlibs, he locked in his first track "Percs" featuring Canadian personality **Lil Windex**, later to be dropped exclusively on his [SoundCloud](#). Subsequently, Lil Def began to receive traction from locals and interest from other artists in the United States. Thus, he kickstarted his career by landing himself performances in Montreal. In 2018, Lil Def launched his campaign onto all platforms with his single "**Day One**" featuring New Jersey native **Ant Beale**.

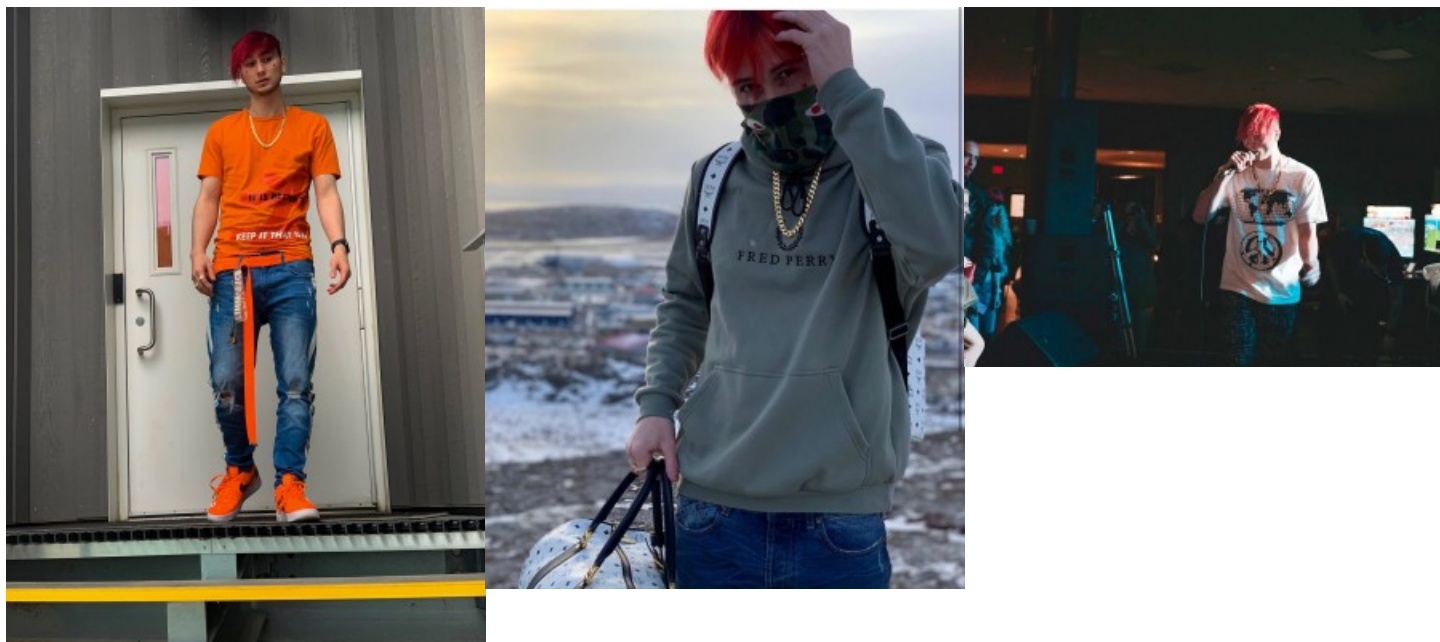
After dropping the music video for "**Percs**" on Worldstar, Lil Def racked in over 100k views in under 2 months. Clothing brands, rappers, producers, and the pulse of internet clout began to catch on in major fashion. Sporting Gucci, Nike, Air Jordan, Louis Vuitton, and Bape, Lil Def pulls his style from major online influencers like Lil Uzi Vert. Although he appears in tune with the modern cult of a streetwear aesthetic, Lil Def mentioned: "The nicer s**t isn't as comfy. I never cared about the little things like matching and coordinating outfits when I was younger." Rocking an array of minimalist tattoos, including a broken heart on his face, Lil Def's sporadicity to dye his hair and dress to impress is a hallmark of his brand and vision as a young, self-managed entrepreneur.

When asked about why he chooses to live in Nunavut, Lil Def went on to say "It's the only place that has felt like home. Even though the scarcity of internet connection, population, and weather keep my hometown relatively unknown, it's my mission to put Iqaluit on the map." During the winter, Lil Def likes to ride snowmobiles and play PubG online- whenever there is enough signal. **Lil Def** experienced more virality after he dropped his single "[Small Talk](#)" with **Lil Windex**, currently over 700k views on Lil Windex's YouTube channel. Lil Def touched down in Los Angeles to collaborate with producer BigEOfficial (credited for producing and mixing "Shine" by Lil Pump) in February of this year. In one week's time, Lil Def teamed up to record and release his singles "**What's Love**" and "**Can't Stop Winning (Feat. Steven Cannon)**", a hypnotic, melodic trap banger produced by **Zaytoven**, engineered by BigE. Fresh off a tour in Canada with Lil Windex, Lil Def has been working diligently in studios near Nunavut to perfect his first album, with a projected release date for sometime early 2020.

Taking things day-by-day, While Lil Def remains **independent**, he quotes: "*I'm not opposed to signing a deal. It would just have to line up with my vision.*" In our interview, Lil Def teased that he has tracks coming soon with renowned artist **Juice WRLD**. He mentioned his interest in utilizing Triller to tease new music, combined with his strong, cult following on his Instagram. Lil Def is a prime example of how nothing is given in the industry; he has earned the respect of artists and fans abroad, energetic towards his future as a visionary for music, fashion, and to continue to put his hometown Iqaluit, Nunavut on the map.

Stay posted for updates on Lil Def by following his official [Instagram](#) and [Spotify](#).

Written by Jack Dylan Cohen



Media Contact

Lil Def

lildefofficial@gmail.com

Source : Lil Def Official

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