



BRUCE MELODIE: A DECADE OF MUSICAL TRIUMPHS IN RWANDA

BY RAS BANAMUNGU

Rwandan singer Bruce Melodie, born Itahiwacu Bruce on March 2, 1992, has emerged as a trailblazer in the country's vibrant music industry. Known for his distinctive blend of R&B, Pop, Afrobeats, and Amapiano, Bruce Melodie has left an indelible mark on the Rwandan music scene.

Primus Guma Guma Super Star Champion

Bruce Melodie rose to prominence by winning Primus Guma Guma Super Star Season 8 (PGGSS), showcasing his exceptional talent and captivating stage presence. This victory catapulted him to the forefront of Rwanda's music landscape.

Entrepreneurial Spirit: CEO of Igitangaza Music Label

Beyond his musical prowess, Bruce Melodie is also a savvy entrepreneur, serving as the CEO of Igitangaza Music Label. This venture reflects his commitment to not only excel as an artist but also contribute to the growth and development of the Rwandan music industry.



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International Collaborations and Recognition

Bruce Melodie's influence extends beyond Rwanda's borders, with collaborations with international artists. His partnership with Jamaican artist Shaggy on 'When She's Around' gained notable attention, further solidifying his position on the global music stage.

Challenges and Triumphs

However, Bruce Melodie's journey hasn't been without challenges. In September 2022, he faced legal issues in Burundi, where he was arrested and investigated for fraud. Despite these setbacks, he has continued to persevere, showcasing resilience in the face of adversity.

Musical Ambassador and Awards

Bruce Melodie's impact goes beyond music; he was named the ambassador of Food Bundles in August 2021, emphasizing his role in various aspects of Rwandan culture. His music videos have amassed millions of views, and he achieved a significant milestone by winning the 'Best Rwandan Artiste' at the Trace Awards in October 2023.



BRUCE MELODIE: A DECADE OF MUSICAL TRIUMPHS IN RWANDA

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Celebrating a Decade in the Industry

Recently celebrating a decade in the music industry, Bruce Melodie remains a prominent figure in Rwandan music, leaving an enduring legacy. His ability to blend genres, connect with diverse audiences, and overcome challenges showcases not only his musical talent but also his resilience and dedication to the craft.