

CINEMATIC SOUL POP

EPK / SEPTEMBER 2026

LUMA VALEN

THE ALIVE FREQUENCY ERA



*Music about
being fully alive.*

LOVE / HEALING / EMPOWERMENT

LISTEN

WATCH

LUMAVALEN.COM

SINGER • SONGWRITER • PERFORMER

01 / THE ARTIST

ARTIST

Cinematic soul pop.
Human connection.

Luma Valen is a Puerto Rican-born singer-songwriter and performer based in the New York area. Her music explores love, resilience and the connections that make us feel fully alive.

Her early years in choir, flute and violin grew into a life of songwriting. Today, she pairs emotional honesty with a visual world shaped by fashion and film.



Her recordings include work with Grammy Award-winning producer **Humberto Gatica**, with Gatica and **Carlos Rodgarman** producing “Swept Away.” An international modeling career, including Vogue China, Glamour Bulgaria and L’Officiel Austria, informs her editorial approach to image and performance.

330K+

Combined Instagram + TikTok
followers

4M+

TikTok campaign views
“Swept Away” + “Make It”

Artist-reported snapshot, September 2026. Campaign views are not music streams.

02 / THE MUSIC

MUSIC

FIVE RELEASES. ONE EMOTIONALLY CONNECTED WORLD.



FEATURED RELEASE

LUMA VALEN *Swept Away*

Romantic surrender, vulnerability and the rush of unexpected connection.

Written and performed by **Luma Valen**.
Produced by **Humberto Gatica**
and **Carlos Rodgarman**.

[LISTEN](#)

[VIDEOS](#)

ALIVE

Friendship, joy and the people who lift us higher.

[PLAY](#) ↗

LOVE

The universal power of love, beyond possession or perfection.

[PLAY](#) ↗

SAD EYES

Losing yourself in the world, then finding a way back.

[PLAY](#) ↗

MAKE IT

Devotion and the belief that two people can make it through together.

[PLAY](#) ↗

Original songs by Luma Valen • Luma Valen Entertainment • Symphonic Distribution

LUMA VALEN

LIVE

Presence. Energy. Connection.

SELECTED 2026 APPEARANCES

Times Square

International Day of Peace celebration

September 19, 2026

iHeart / Z100 Music Lounge

Acoustic performance • New York City

July 22, 2026

9/11 remembrance

National Anthem • 26 Federal Plaza, NYC

September 2026

Charter Oak Brewery

Full-band performance

July 2026

PERFORMANCE FORMATS

Acoustic

An intimate set centered on voice, story and song.

Full band

Original music presented with a live band.

With dancers

A choreographed presentation scaled to the event.

Corporate events, festivals, brand experiences and special appearances. Production and pricing by arrangement.

BOOK LUMA VALEN

04 / PRESS & EDITORIAL

MEDIA

Music, culture & fashion.



ROLLING HYPE

Pop, soul and the creative world behind The Luma Frequency.

[READ FEATURE ↗](#)

THE STAFFA CORNER

A conversation on finding her voice, from Puerto Rico and fashion to music.

[LISTEN TO INTERVIEW ↗](#)

24HIP-HOP

Emotional storytelling, creativity and the making of "Sad Eyes."

[READ INTERVIEW ↗](#)

SELECTED FASHION COVERAGE

VOGUE

China

Editorial

GLAMOUR

Bulgaria

Cover + editorial

L'OFFICIEL

Austria

Digital cover + editorial

GRAZIA

Bulgaria

Digital cover + editorial

Fashion coverage documents Luma's editorial career; music interviews and features are linked above.

[VIEW COMPLETE PRESS](#)[PRESS ENQUIRIES ↗](#)

LUMA VALEN

CONTACT

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being fully alive.*

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Luma Valen Entertainment

Distribution: Symphonic Distribution

PRO: ASCAP

LUMAVALEN.COM

SPOTIFY

YOUTUBE

INSTAGRAM

TIKTOK



EXPLORE LUMA'S WORLD