Bbn$

Irreverent Canadian singer/songwriter bbno$ ("baby no money") blends hip-hop, R&B, and electronic influences into a catchy and hypnotic mix. Emerging in the late 2010s, he scored a viral hit in 2019 with the [**Y2K**](https://www.allmusic.com/artist/y2k-mn0003829424)-produced single "Lalala," which was certified platinum and charted across Europe, Australasia, and the U.S. A frequent collaborator with kindred spirit [**Yung Gravy**](https://www.allmusic.com/artist/yung-gravy-mn0003730703), as on 2020's [**Baby Gravy 2**](https://www.allmusic.com/album/baby-gravy-2-mw0003362595), bbno$ has continued to release inventive albums like 2020's [**Goodluck, Have Fun**](https://www.allmusic.com/album/goodluck-have-fun-mw0003462876) and 2021's [**Eat Ya Veggies**](https://www.allmusic.com/album/eat-ya-veggies-mw0003597404).

Born [**Alexander Gumuchian**](https://www.allmusic.com/artist/alexander-gumuchian-mn0003850642) in Vancouver, he dabbled with piano and percussion as a child, but favored swimming over music. That changed when he injured his back in high school, dashing his professional dreams. He studied college-level kinesiology to gain a better understanding of pain, which inspired him to try his hand at music. **[Gumuchian](https://www.allmusic.com/artist/gumuchian-mn0003850642)**'s early songwriting involved the Broke Boy Gang, a local crew who performed and recorded together for a brief period before splitting up. On his own, he started composing tracks in earnest, uploading them online in 2016 as "bbnomula." With a heavy trap influence and clever sense of humor, **[Gumuchian](https://www.allmusic.com/artist/gumuchian-mn0003850642)** built an underground audience across the globe, from the U.S. to China, and soon other rappers came calling for collaborations, including Minnesota's [**Yung Gravy**](https://www.allmusic.com/artist/yung-gravy-mn0003730703). The pair issued one of their first singles, "Run This Shit," in 2017. Later that year, a full EP, Baby Gravy, arrived.