



NEW YORK (November 22, 2024) — Toronto-born, London-bred, boundary-pushing DJ, filmmaker, and storyteller Samantha Michelle has released her newest single, “Canon on E,” an electronic dance take on the classic renaissance-esque Pachelbel’s Canon in D Major. The song is a combination of afro beats, big room drops, and pop sensibilities meant to transport listeners to an ecstatic place, both physically and mentally. As AfroHouse has been taking over the electronic music world, Samantha’s “Canon on E” is the perfect unique addition to the scene, surely to be a recognizable stand alone play or infusion into the biggest names’ setlists.

“Canon on E” is just the beginning of Samantha’s transition into the AfroHouse world. Her original sound, initially rooted in 1960s and 70s funk, soul, and rock & roll has evolved to an eclectic combination of tribal, world music, deep, disco, and funky house, blending groovy rhythms with fresh, cross-cultural energy. This cross-cultural influence is inspired by her jetset lifestyle and playing at some of the most exclusive clubs and music festivals around the world.

“The music landscape is ever changing, and I like to allow my sound to evolve with what’s resonating for me on a personal and spiritual level. My sound will always be soulful at its core, but the sonic direction I’m heading in right now is inspired by the characteristically connective, One Love energy that the Afrohouse genre carries to dance floors. But I’m also bringing my own signature femme forward touch to this space, with elements of romance and enchantment, and a personal penchant for feelings ecstatic in nature,” says Samantha.

Samantha’s music career started on a serendipitous night at London’s Groucho Club, where she first stepped behind the decks, igniting a deep-rooted love for DJing. Since that fateful night, she has quickly become a sought after name at London’s exclusive venues and UK music festivals like

Glastonbury and The Secret Garden Party. As her career expanded internationally, Samantha spun for top brands and media giants, becoming the resident DJ for clients like Dolce & Gabbana, Wall Street Journal, Christie's, and Morrison Hotel Gallery, with annual appearances at major global conferences like the World Economic Forum in Davos, SXSW and Cannes Lions Festival of Creativity.

The global star's iconic look is part of the magic of her music and performance, as she's known for her striking personal style and cool-girl persona that captures audiences no matter what stage she takes. "Canon on E" is the second of a number of AfroHouse singles set to be released in the coming months, prepping Samantha Michelle to take off as a star in a whole new world of dance music production she has just begun to infiltrate.