

firahs.co.uk

Colour scheme (black, white and red) - white logo - black background

About me

About Firahs

Entertainment has been at the heart of Firahs' journey since 2011. What began with organising and participating in talent shows quickly evolved into a career spanning music, radio, journalism, production and digital media. Those early events featured artists such as Fuse ODG and Cashh (formerly Cashtastic), giving Firahs an early insight into the music industry and the importance of creating opportunities for emerging talent.

As his experience grew, Firahs began managing artists and creatives, helping individuals develop successful careers across music, dance, modelling and entertainment. Working closely with new talent taught him the value of artist development, branding and perseverance—skills that would later become the foundation of his own career.

In 2016, Firahs discovered another passion: music. After working alongside UK/American music collective These Dayz, he uncovered his talent as a songwriter, producer and sound engineer. Since then, he has collaborated with artists across the UK and internationally, writing, recording, producing and engineering music while continuing to develop his own sound as an artist.

That same year, Firahs also launched *Chat & Chill* on YouTube, a platform dedicated to discussing current affairs, sport, entertainment, politics and culture. The show quickly expanded beyond news discussions, welcoming entrepreneurs, musicians and inspiring personalities to share their stories, experiences and journeys, establishing Firahs as both a presenter and journalist.

His broadcasting career officially began in 2020 following the success of *The Street Sessions*, which he co-created alongside Joe MK. The show found its first home on pirate station WhoaFM 90.4FM, where Firahs hosted three programmes: *The Street Sessions*, the *Breakfast Show*, and the football programme *Footy Talk Show* alongside DJ J Man.

During his time at WhoaFM, Firahs secured his first major celebrity interview with the late Fatman Scoop, a milestone that significantly raised his profile within the radio industry. As *The Street Sessions* continued to grow, it became a respected destination for artists on their promotional tours, featuring interviews with names including Sefa, Richie Evans, RINI, DJ Ironik, Idahams, Ladipoe, Magixx, Sons of Sonix and Rowlene, among many others.

Building on that momentum, Firahs joined Westside Radio, where he hosted the Breakfast Show five days a week before moving into the station's Drive Time Show, further cementing his reputation as a versatile and engaging broadcaster.

Beyond radio, Firahs has become recognised for discovering and championing emerging artists, consistently providing a platform for new voices before they break into the mainstream. His passion for supporting talent has remained a constant throughout his career.

As an entertainment journalist, Firahs has covered some of the UK's biggest festivals and live events, including Strawberries & Creem, City Splash, Reggae Land, Black Deer Festival, South Facing Festival and 51st State Festival. His press work has led to interviews with internationally recognised artists and personalities such as Stonebwoy, David Rodigan, Collie Buddz, General Levy, Shola Ama, DJ AG and Nadia Rose, alongside many more influential figures across music and entertainment.

Away from the microphone, Firahs has built an extensive portfolio as a producer and director. He has created and produced radio programmes, podcasts and YouTube series including *Chat & Chill*, *The Firahs Podcast*, *Deep Fried & Pounded* (hosted by Gully Singh), *The Street Sessions* and *How To Dine Vegan*. He has also directed numerous music videos for both established and emerging UK artists, as well as his own visual projects.

Content creation has always been part of Firahs' DNA. Beginning with comedy skits in 2011, he expanded into YouTube, vlogging, Instagram and TikTok, using digital storytelling to connect with audiences while promoting music, interviews and creative projects. Along the way, he has collaborated with brands including Sudio and Aristocrat London, combining authentic storytelling with engaging content.

Today, Firahs continues to wear many hats—music artist, producer, songwriter, sound engineer, radio presenter, journalist and content creator—but everything he does is driven by one mission: to entertain, inspire and provide a platform for creativity. Whether behind the microphone, in the studio, behind the camera or on stage, Firahs remains committed to pushing culture forward while helping others tell their stories.

Press/Journalism/Radio presenter - page

- Celeb interviews (festivals)
- Also add moraine,
- black deer - <https://youtu.be/QU5ffYF-WM0?si=UmAlmYqg2jUE5G5D>
- Add random ones from 51st state,

Artist page - page

- Add all my music platforms

producer/director - page

- K triggz (the roadz, be cautious)
- Cloudy clouds (one night)
- These dayz (me time)
- Lucci rich (how could i ever loose, it is what it is)

- X-it (x-it man remix)

Sound engineer, song writing - page

Content creator - page

Contact me

- Domain email address (for collabs, hire or enquiries)
- All my socials, instagram, X, tiktok, facebook,