EUROPE

Bigflo & Oli are preparing КАЯМА, the track "Focus" and sending a message to the fans

Since the time of their first feature film in 2015, the two brothers have climbed the ranks of the industry.

By Dway Tetreault · Published on 8 March 2026 at 15:13 (America/Toronto)



The Spanish version is currently in BETA mode.

The brothers from Toulouse **Bigflo & Oli** mark their news with the release of the music video ***Focus***, the first track from their upcoming album titled ***KAYAMA***The album, scheduled for release on March 13, 2026, will be back with pre-orders opening and a national tour announced, including shows at several Zénith venues and festivals across France. Hailing from Toulouse, the duo has been a major force on the French music scene since 2014, boasting over 3.2 million subscribers on their YouTube channel.

A return to the roots of rap

The group's fifth album, ***КАЯМА***, arrives nearly four years after their previous release. According to early announcements, the project has been designed as a return to pure, authentic rap, moving away from pop-oriented formats to recapture the energy of their early days. This artistic shift was introduced throughout 2025 via a series of freestyles shared on their social media. The recently released track ***44D*** further confirmed this direction with a dense, technical composition lasting over five minutes.

In ***FOCUS***, the two rappers present a video directed by **Toxine** and produced by **Matière Première**. The clip features car stunt sequences illustrating lyrics about the focus needed to reach one's goals despite obstacles. Artistic direction, led by **Dakid**, emphasizes strong visual contrasts and a color palette crafted by **Alexandre Queyrous** (**Keepgrading**), while the sets were designed by **Sandjill Studio**.

This technical approach highlights the significance of ***КАЯМА*** in the artists' discography.

The duo will kick off their tour, named the ***Karma Tour***, with five special dates at the Zénith in Toulouse before traveling across France, Belgium, and Switzerland, including notable appearances at the **Garorock**, **Solidays**, and **Musilac** festivals in summer 2026.

Bigflo sends a message to their fans.

To be continued...

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