



V MERCHANT

REGGAE ARTIST

V Merchant is a Jamaican-born reggae artist, songwriter, producer, cultural organizer, and founder of VIP Level Records and London Reggae Fest. Born with deep roots in Jamaica and shaped by the communities of Santa Cruz, St. Elizabeth; Warsop, Trelawny; Withorn, Westmoreland; and Kingston, Jamaica, V Merchant carries the spirit, discipline, and storytelling tradition of reggae into every stage he touches.

Known for his powerful, soulful voice and commanding stage presence, V Merchant blends roots reggae, culture reggae, lovers rock, and conscious music into a sound that is both timeless and deeply personal. His music speaks to freedom, resilience, love, unity, struggle, and the ongoing journey of people seeking dignity and belonging.

A Canadian Reggae Award winner and respected voice in the Canadian reggae movement,

V Merchant has built a reputation not only as a recording artist, but as a cultural builder. Through VIP Level Records, he has helped create a platform for Canadian reggae and dancehall artists, while London Reggae Fest has become a growing cultural institution dedicated to celebrating reggae music, Caribbean heritage, community unity, and emerging talent.

His catalogue includes impactful works such as "We Will Rise," "Brighter Day," "Tribal War," "Warzone," "Freedom," and other releases that reflect his commitment to uplifting communities through music. His songs carry the weight of lived experience, the warmth of lovers rock, and the fire of roots and culture.

LISTEN NOW



My Lady

V Merchant



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FUTURE PROJECT

V Merchant's artistry is further reflected in his work on major cultural projects, including the London Bicentennial anthem "This Is London," produced through London Reggae Fest and VIP Level Records. The anthem brings together local, national, and international voices to celebrate London, Ontario's cultural diversity, musical identity, and historic 200-year milestone.

Beyond performance, V Merchant is a mentor, organizer, producer, and advocate for the growth of reggae music in Canada. His work through Canada Reggae Rise supports emerging artists by creating opportunities in live performance, artist development, mentorship, media, and cultural education.

Reflecting on his mission, V Merchant says:

"My music is born from the universal cry for freedom — the longing for acceptance, belonging, love, and justice. Through roots, culture reggae, and lovers rock, I tell stories of life's struggles, victories, and the spirit that keeps people rising."

As an artist and cultural leader, V Merchant continues to stand as a powerful voice for reggae music, community empowerment, and cultural legacy. His journey reflects more than music alone — it reflects a lifelong commitment to using art as a force for inspiration, healing, unity, and change.

