



# THE PEOPLE'S CHOICE

AS THE MASTERMIND BEHIND THE SOUND OF MULTIPLATINUM RAPPER FETTY WAP, **BRIAN "PEOPLES" GARCIA** IS SET TO DOMINATE THE AIRWAVES THIS YEAR AND BEYOND.

BY BIANCA MERCADO

■ **DRUG DEALING NEVER SOUNDED SEXIER:** Fetty Wap's "Trap Queen," which details the romance between a drug pusher and his girlfriend, had suburban moms rapping about cooking narcotics. The engineer/coproducer of the hypnotic Trap & B beat—a mix of southern rap and R&B—is Dominican American Brian "Peoples" Garcia, 35, who's beyond

gratified by the results. "The whole Fetty album was a huge accomplishment," he says. "Together we broke the *Billboard* top 40."

After nearly two decades of tirelessly engineering recording sessions and "nothing ever happening" with his production, Peoples took matters into his own hands. "I always worked for everyone else and never for myself," he

says. "Fetty Wap's album signaled to the industry, 'Yo! I'm here! Pay attention to me!'" It wasn't just the industry that took note. Fetty's self-titled debut album rocketed to No. 1 on the *Billboard* charts in its first week.

Peoples quickly acknowledges another groundbreaking Latino, the late Big Pun, as one of his main influences. "Pun was so lyrical, he opened

up a lot of doors for us," he says. "Now Latino producers are taking over—we are multiplatinum." Aside from working with Fetty, Peoples has produced tracks for Prince Royce, Fifth Harmony, and Kehlani, along with upcoming projects with French Montana and Trey Songz. "I'm not trying to be here for six months or just a year," says Peoples. "A decade from now,

you'll hear my name. I always put my all into it."

For all his success and momentum, Peoples never loses sight of his personal priorities. "Family and friends are the number-one thing in life," he says. "I love them—my fiancée and my two kids. Music is something else I love to do, but I'm a cool-ass family guy." Peoples is for his people.