

Ethos & Values

Rooted in Jamaica, born in London, Jamarado is a fiercely independent start-up. Ignited by a deep passion for the music and culture, our mission is to give reggae a mighty global roar through unity, community and inspired vision.

At the heart of our ethos you'll find independence and commitment to curated selections that bring the best in Reggae together in one destination.

When it comes to the music, we believe passionately in showcasing the legacies of the foundation artists right through to the current artists you know and the rising stars of tomorrow plus all the niche and undiscovered gems in-between. We believe Reggae is more than something you listen to, it's something you feel and live. From the music, a whole cultural movement has flourished spanning everything from festivals to fashion and food, spirituality to well-being, social commentary to film. Having started out in Jamaica in the 60s, Reggae has now become a rapidly growing global phenomenon, and we want to create a unified platform to empower the music and the movement.

★ From the ground up

Grounded

Jamarado is born from a deeply rooted appreciation for Reggae, its people, culture, history and vision. We want to develop strong roots for reggae to grow and flourish.

We're an independent, grounded movement.

★ Fierce unity. Reggae pride

Connected

Bringing people together with a shared passion for reggae - all ages, backgrounds and walks of life. People who make the music and people who love it. We're a welcoming, connecting community, offering a sense of belonging.

Our purpose is to join, link and meet.

★ Live it, feel it, love it!

Uplifting

We're all about the feel-good factor and the positive vibrations. Reggae culture is strong, diverse and real, it sees the wholeness of life and isn't afraid to seek change.

Jamarado celebrates the joy in life and the power to bring change.

★ The Reggae reverb

Inspiring

We're a music and lifestyle App, curating our content to bring you only the very best in Reggae and Dancehall culture. We want you to explore the music in its diversity - everything gravitating around it from people, food & drinks, fashion, travel, history, culture, design and art.

Walk on the reggae side of life.

★ Join the Reggae revolution!

Empowering

We exist to give a voice and captive audience to a wide range of passionate people. We offer quick access to a diverse selection of reggae and dancehall music plus a platform that artists, creatives and businesses can use to elevate themselves and develop their reach.

The word Jamarado is a fusion word from Jamaica (origin), Comarade (friendship) and Dorado (gold).

★ The promised land for the Reggae nation

Global

Born in London where the world meets, we're a platform without borders - an open island. Our ambition calls for a global following with high impact and international reach. We want to show the full scope of reggae and make it easy and accessible to benefit everyone in the community and beyond.

What if Reggae ruled the world...

Jamarado is the easy-reggae music and lifestyle App with a big vision

