

*A Whole New World:  
Exporting Music In  
The Digital Age*

*Masego*


*iKON*

*Loud Luxury*

*Mike Perry*

*and more*

Your monthly  
music forecast!

 memBrain

# THE STORM REPORT

ISSUE NO. 58  
OCTOBER 2018



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*KRUNK. Photo provided by management*

# ABOUT THE STORM REPORT

STORM = STRATEGIC TRACKING OF RELEVANT MEDIA

The STORM Report is a compilation of up-and-coming bands and artists who are worth watching. Only those showing the most promising potential for future commercial success make it onto our monthly list.

*How do we know?*

Through correspondence with industry insiders and our own ravenous media consumption, we spend our month gathering names of artists who are “bubbling under”. We then extensively vet this information, analyzing an artist’s print & digital media coverage, social media growth, sales chart statistics, and various other checks and balances to ensure that our list represents the cream of the crop.

*Why do we do it?*

Music is the best way to sell products because it creates such a powerful emotional connection with an audience. The STORM Report provides our clients with a tool to harness the music that will be the most relevant to audiences in the near future, thereby becoming very useful for the enhancement of products, promotions, and platforms.

# A LETTER FROM THE EDITOR

Artists are just beginning to fully comprehend the seemingly limitless potential of new music discovery and promotion technology. For international artists hoping to break into lucrative music markets like the US and Japan, these tools represent new ways to cultivate their fanbase locally, while also having the ability to establish fans thousands of miles away. This concept would have been unheard of even 15 years ago before the introduction of streaming platforms like Spotify and Apple Music where the world of music has become one marketplace. And so it seemed fitting that we feature South Korean music juggernaut YG Entertainment’s adorable mascot bear “Krunk,” a character that we are only aware of thanks to the wonders of the internet, on the cover of our October issue...just in time for Halloween!

Enjoy!



Jennifer Sullivan  
President, memBrain  
Editor-in-Chief, The STORM Report

## STORM ALUMNI



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## EYE OF THE STORM

*London-based indie pop band Superorganism (STORM No. 51) features artists from England, Japan, South Korea, Australia and New Zealand.*

# A Whole New World: Exporting Music In The Digital Age

By Grace Slansky and Jennifer Sullivan

In whatever way you choose to consume music, chances are you have noticed more diversity in where popular music is coming from around the world. From the explosion of Latin music to the growing popularity of K-POP, international musicians from countries are taking our airwaves by storm. Each spin or stream of “I Like It” (Cardi B, Bad Bunny & J Balvin) or “IDOL” (BTS) is paving the way for international artists to bring their unique sound and culture to American fans.

## HOW GLOBAL MUSIC IS ENTERING THE MAINSTREAM

Like any great renaissance, the influx of global music in the mainstream is due, in large part, to technological advancements and consumer demand-driven disruption. Digital media has changed the way we discover music, leveling the playing field for emerging artists by connecting them to fans they otherwise would have been possible. Countries like Turkey, Russia, and China have all now experienced exponential growth with artist exports in key markets like the USA. Features like Apple Music’s curated playlists and Spotify’s Global Top 50 are now exposing millions of listeners to new music from diverse origins.

Label support for artists has also evolved, with labels now armed with data and analytic platforms and innovative, strategic marketing support artists, not to mention “boots on the ground” in as many as 70 countries. Additionally, the shift to a global release date has allowed for a shift in artists’ marketing plans towards a worldwide approach. In a recent Billboard article, Adam Granite, executive vice president, market development, Universal Music Group, stated, “As an industry, we must remain focused on maintaining a sustainable eco-system for these emerging and high potential markets. This begins with strong copyright laws to protect music creators, then fair remuneration for artists across all uses of their music, and finally investment in local repertoire. All of these pieces must work together and, when they do, you have a healthy creative environment that allows artists to thrive and their audiences around the world to find them.”

Earlier this year, Latin pop superstar J Balvin (STORM No. 35) became the world’s most popular artist on Spotify. Balvin’s meteoric rise on the global charts and Spotify is a testament to not only his barrier-breaking body of work, but also to the explosion of Latin music around the globe. With his Spanish language-only hit “Mi Gente,” the bilingual sensation showed that Spanish-language music is conquering pop on a global level, in both English and Spanish speaking regions alike.

The industry and technology may have adapted to accommodate an influx of international musicians, but the expanding categories of popular music mean that individual artists have to innovate in order to differentiate themselves. With musical roots steeped in rap, R&B, bachata, reggae and champeta, much of J Balvin’s success has been credited to his growing list of chart-topping collaborations with today’s hottest pop and hip-hop artists including Justin Bieber, Maroon 5, Ariana Grande (STORM No. 3), Pharrell Williams, and most recently, Cardi B. French DJs/producers like David Guetta and Daft Punk have used artist features and collaborations to create almost certain hits.

## HOTBEDS FOR MUSIC EXPORTS

Unarguably, the most famous and enduring period of international music integration into the American mainstream was the so-called “British Invasion.” The period of the 1960s that brought us icons including The Beatles, The Rolling Stones, Dusty Springfield and so many others served as a turning point for US pop culture. Crazy fans and record-breaking music sales solidified the newfound music-centric relationship between the United States and England. Fifty-plus years later British music is no longer questioned and instead makes up a consistently significant portion of popular artists in America - as proven superstars like Ed Sheeran (STORM No. 1), Adele, and Sam Smith (STORM No. 14) dominating the US charts. And artists like Royal Blood (STORM No. 23), recent Mercury Prize winners Wolf Alice (STORM No. 10), Ella Mai (STORM No. 46), and

most recently, YUNGBLUD (STORM No. 57) who made his US debut in Los Angeles last month, are all amassing strong US-based fans with their distinctive UK flavor.

Although the British invasion has proven to have the greatest longevity and impact, we have seen brief waves of music originating in other countries rising to American popularity. In the 70s and 80s we saw a rise in Latin music, due to the sensational Miami Sound Machine. The band, fronted by Gloria Estefan, released 7 Billboard Top 10 singles including “Anything For You” which held the number 1 position for two weeks. Enrique Iglesias—widely regarded as the King of Latin Pop—again brought Latin music to the top of the charts through the ‘90s and ‘00s.

In 2017, 19 predominantly Spanish-language tracks made it onto the Billboard Hot 100—including Luis Fonsi and Daddy Yankee’s “Despacito” which is now tied for the longest-running #1 ever, in any language on the Hot 100. What is remarkable is that in 2016, the number of Spanish tracks on the same chart was only 4. And the year before, there were only 3. Thanks to streaming platforms, Latin artists are no longer at the mercy of the American Top 40 to find an audience. Artists like Ozuna (STORM No. 48), Anitta (STORM No. 50), Maluma, Nicky Jam, Bad Bunny, and J Balvin largely have streaming services like Spotify and Apple Music to thank for their crossover careers. Beyond finding new audiences thanks to streaming services, it’s worth observing that most of the artists in the Top 100 are also releasing predominantly dance-centric tracks, making them language-agnostic. They are also collaborating with popular US artists like Justin Bieber, Beyonce, and Cardi B—breaking down borders even further.

Today, Korean artists are breaking into the mainstream with boy bands like BTS and EXO and girl groups like Red Velvet and BLACKPINK paving the way. This new wave of K-music has been a long time coming, however. After South Korean artist Psy (STORM No. 4) brought us the “Gangnam Style” phenomenon in 2012, many believed that Korean music was about to blow up in America—but that wasn’t the case. Artists like 2NE1 (STORM No. 4) found some success through sync licensing their hit song “I am the Best” for a **Microsoft campaign** in 2014. While the ad featured Korean lyrics, it was considered highly effective for the brand and continued to air through 2016. Breakout artist CL (STORM No. 14) of 2NE1 would go on to collaborate with the likes of will.i.am and Lil Yachty, making her one of the most prominent Korean artists poised for mainstream success in the US. BTS, who primarily perform in Korean language, became the first South Korean act to achieve a gold certification from the RIAA in the US. Their singles “IDOL” featuring Nicki Minaj and “Fake Love” have both graced the Billboard Top 100 and it seems like their momentum is only picking up. And it looks as though they may have some competition, with both NCT Dream and SHINee making it to the Billboard World Album Top 10. We are excited to feature YG artists iKon (STORM No. 58) in this month’s STORM Warning as well as the label’s iconic mascot bear, KRUNK, on our cover

Another hotbed for popular music being exported to the US is Australia—where the organization Sounds Australia works to raise the profile of Australian artists in key international markets. Some of the most notable Australian artists who have caused major waves in the US market over the past 5 years have included Iggy Azalea (STORM No. 15), Vance Joy (STORM No. 19), Sia, Courtney Barnett (STORM No. 26), Angus and Julia Stone (STORM No. 49), and 5 Seconds of Summer (STORM No. 15). Perhaps one of the most exciting new indie pop singers to come from the Gold Coast is singer-songwriter Amy Shark (STORM No. 51) whose US debut included a high-profile performance at South by Southwest (SXSW) 2018—a stage where many international artists find their big break. There is also a burgeoning Australian rap scene that seems to be on the brink with artists Turquoise Prince (STORM No. 55) and One Day (STORM No. 49).

And there is no doubt that Canadian music exports are bigger than ever—with Drake, The Weeknd (STORM No. 1), Tegan and Sara, Justin Bieber, Shawn Mendes (STORM No. 20) Alessia Cara (STORM No. 7), and Jessie Reyez (STORM No. 46), among others, emerging to become the most popular and/or promising artists in the world. And like Australia, Canada has a strong support system nationally with funding for events like Canadian Music Week, M for Montreal, Halifax Pop Explosion, and BreakOut West as well as regional organizations like SaskMusic, Manitoba Music, Music BC, Music Nova Scotia, MusicOntario, and many others.

Long considered a hotbed for innovation, Europe’s Scandinavian region is also experiencing a rise in music exports. Of course, Sweden has had a long, beautiful relationship with pop music. In the 1970s there was ABBA, in the ‘80s there was Roxette, and in the ‘90s there was Ace of Base and The Cardigans. In recent decades, the success has extended to Sweden’s surrounding countries. While electronic, metal, rock, and hip-hop have all thrived in Sweden, Norway, and Denmark, there is still something special about the pop coming out of the region. Artists like Robyn, Icono Pop, Sigrid (STORM No. 46), Lykke Li, MØ (STORM No. 45), and The Tallest Man on Earth have emerged, defining the region as a hot bed for forward-thinking music steeped in pop sensibility and experimental tendencies. It is also the birthplace of Spotify.

According to Sony Music Entertainment CEO Rob Stringer, “This is the most fast-paced and innovative chapter of the music business in decades.” With so many opportunities for new artists to reach broader audiences and the expanding musical palate of those audiences, there is room for entire genres. Music from the UK, France, and Scandinavia continue to find strong foothold in the US, Latin Music is only getting bigger, with K-Pop making big waves; We can’t wait to see what breakthrough single will be the next to introduce us to a whole new world of music.



# STORM TRACKER

The STORM rages on for our alumni artists. Here's what they were up to this month!



## JESSIE REYEZ

(STORM No. 14)

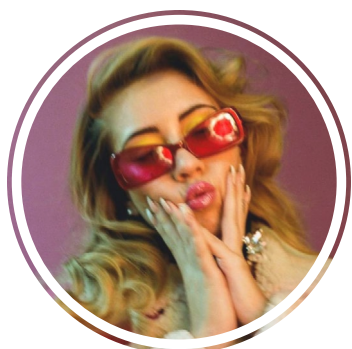
**Jessie Reyez** (STORM No. 14) has been hard at work on collaborations with superstars Sam Smith (STORM #14), Eminem, and Calvin Harris. Jessie is also currently on her *Being Human* tour across the U.S. and Canada. Her latest album *Being Human in Public* features other hot artists such as Normani, Kehlani, and Daniel Caesar.



## BECKY G

(STORM No. 17)

**Becky G** (STORM No. 17), one of the most popping Latina artists making headlines today, has been nominated for "The Latin Artist of 2018" as well as a movie she played in called *AXL* for "Family Movie of 2018". Along with People's Choice, Becky G has also been nominated for "Song of the Year", "Favorite Female Artist", and "Favorite Urban Song" for the Latin AMAs.



## KALI UCHIS

(STORM No. 25)

**Kali Uchis** (STORM No. 25) is currently on her tour around the U.S. and Canada, including a performance at Tyler, the Creator's Camp Flog Gnaw in Los Angeles. Most recently, Kali designed her own room for the *29Rooms: Expand Your Reality* 2018 installment, created by Refinery 29. Kali describes her installment being all about perception and nothing being what it may seem. This highlights the idea of owning and defining your own reality.



## WOLF ALICE

(STORM No. 26)

**Wolf Alice** (STORM No. 26) recently took home the 2018 Mercury Prize, which is an annual music prize awarded for the best album released in the UK by a British or Irish act. The popular British band was up against albums by notable artists like Florence + The Machine, Everything Everything, Lily Allen, Nadine Shah, and Jorja Smith (STORM #56).

## **BOHEMIAN RHAPSODY**

Rami Malek (*Mr. Robot*) will step up to the mic on November 2 to wear the crown of legendary Queen frontman Freddie Mercury in the biographical film *Bohemian Rhapsody*. The highly anticipated movie is directed by Bryan Singer and is produced by the surviving members of the band, telling the story of the rise to fame of the influential and pioneering British rock band leading up to the band's Live Aid performance at Wembley Stadium in 1985.

## **AND THE WINNER IS...**

Mark your calendars! The E! People's Choice Awards, formerly known as the People's Choice Awards, set to air November 11<sup>th</sup>, recognizing the people and the work of popular culture, voted on by fans. We are excited to share that this year's show will feature numerous STORM artists, including Becky G (STORM #17), Natti Natasha (STORM #57), Ozuna (STORM #48), and Migos (STORM #26).

## **CAMP FLOG GNAW**

Looking for a fun-filled weekend at one of the coolest stadiums around? Tyler, the Creator's Camp Flog Gnaw is set to take place the weekend of November 10<sup>th</sup> at Dodger Stadium in Los Angeles, CA. Now in its 6<sup>th</sup> year, CFG's 2018 lineup includes Billie Eilish (STORM #41), Jorja Smith (STORM #56), Kali Uchis (STORM #25), and Majid Jordan (STORM #26) to name a few.

## **TAKE ME OUT TO THE BALLGAME**

Play ball! As we enter the Fall, it is just about that time again—for baseball season to end. The 2018 MLB season has been wrought with story lines—namely, the dominance of the Red Sox, on pace for a historically great regular season record, and the wide-open National League, where six teams are vying for two playoff spots in the senior circuit. Tune in to watch the MLB World Series on October 23rd!

## **THIS IS HALLOWEEN**

Halloween 2018 has something for everyone! For kids looking for a scare, R.L. Stine's *Goosebumps* series returns with its latest film, *Goosebumps: Haunted Halloween Movie* on October 12<sup>th</sup> featuring Jack Black. For fans of horror classics, the iconic film *Halloween* makes its epic return on October 19<sup>th</sup>, 40 years after its original film was released. But if it's music you are looking for, head down to New Orleans for Voodoo Fest running October 26-28 which will be headlined by Arctic Monkeys, Childish Gambino, and Mumford and Sons—along with numerous STORM alumni including Tinashe (STORM #19), Elle King (STORM #22), and Sofi Tukker (STORM #50).

# STORM WARNING

Listen to STORM REPORT artists on:



Watch STORM REPORT artists on:











## STORM has a new formula!

Artists are now given a score out of 100 that takes several factors of music success into account, including streaming, social media influence, and industry support.

Click on the SoundCloud and YouTube icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive Spotify playlist and YouTube playlist by clicking on the buttons above.

## SYMBOL KEY

-  Twitter
-  Facebook
-  Instagram
-  SoundCloud
-  Spotify
-  YouTube
-  Genre
-  Similar Artists

# THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	MASEGO	 	Unsigned	Young Adults, 30-Somethings	71
2	IKON	 	YG Entertainment, Avex Group	Teenagers, Young adults	70
3	LOUD LUXURY	 	Armada Music, All Around the World Productions	College Kids, 20-Somethings	68
4	MIKE PERRY	 	Sony Music Entertainment Inc.	Young Adults	68
5	ALEC BENJAMIN	 	Atlantic Records, Columbia Records, Warner/Chappell Music	Teenagers, High Schoolers	68
6	RUEL	 	RCA Records	Teenagers, Young adults	63
7	LENNON STELLA	 	RECORDS	Teenagers, Young adults	63
8	CATHERINE MCGRATH	 	Warner Bros. Records	Teenagers, Young Adults	61
9	ABBY ANDERSON	 	Black River Entertainment	20-Somethings, 30-Somethings	59
10	GUS DAPPERTON	 	UMGRI / Interscope	Young Adults, College kids	58
11	AMBER MARK	 	Interscope	Young Adults, 30-Somethings	57
12	SAMANTHA HARVEY	 	Virgin EMI Records, Capitol Records	Teenagers, Young adults	56
13	KODIE SHANE	 	GreystonePark / Young Heart Throb, A3C / iHipHop Distribution	College Kids, 20-Somethings	55
14	DOE PAORO	 	White Iris, ANTI-	Young Adults, 30-Somethings	50
15	MADAME GANDHI	 	Unsigned	Young Adults, 20-Somethings	47
16	ODDKIDOUT	 	OWSLA	College Kids, 20-Somethings	46
17	PERTA	 	Unsigned	Young Adults, 30-Somethings	43
18	PHORA	 	Warner Bros. Records	Young Adults	39
19	WOLFIRE	 	Unsigned	College Kids, Young Adults	32
20	TRAILS	 	Unsigned	Young Adults, College kids	29





# 1 MASEGO

📷 75K 📺 87K 📱 205K

🔊 Future Soul, R&B, Jazz Fusion

© John Legend, Common

Micah Davis, better known as Masego is a Jamaican-American musician who refers to his own music style as "TrapHouseJazz" or Emotion. Masego cites 1930s Harlem big band leader, Cab Collaway as a strong influence.

Photo by Jack McKain ©2018

## 2 iKON

466K 1M 2.2M

K-pop

© BTS, EXO

South Korean boy band iKON debuted in 2015 and are signed to label YG. After years of success in Korea and Japan, iKON is now on their debut world tour. Their track "Killing Me" has amassed 58M streams on YouTube in just over 2 months, landing them on the Billboard Emerging Artists chart.

Photo provided by Management ©2018



## 3 LOUD LUXURY

6.5K 26K 52.5K

EDM

© Calvin Harris, Alesso

With over 250 million plays on Spotify, the dance jam "Body" has managed to rank in the top 5 of Canadian & UK singles charts and become one of the top 20 streamed songs globally. The duo Loud Luxury made a splash with their worldwide hit "Body" and have collaborated with EDM legends including as Borgeous, Tiesto, and more. They are supported by Tiesto, Martin Garrix, and Armin Van Buuren.

Photo by Visualbass ©2018



4

# MIKE PERRY

6.1K 982K 65.4K  
EDM Martin Garrix, Kygo

IAN'S TOP PICK!



Mastermind behind the 2016 dance hit "The Ocean", Mike Perry has climbed the global chart as his song has hit the top 10 ranking in over 20 countries. "The Ocean" was well-supported by big-name artists in the EDM world, such as Tiesto, Kygo, and the Chainsmokers.

Photo by Astor Svensson ©2016

5

# ALEC BENJAMIN

39K 35K 186K  
Pop Shawn Mendes, Troye Sivan, Mike Posner



"The Scottsdale-bred star has already proven himself through his ability to marry a customized lo-fi sound and infectious melodies with his sagacious narratives about life's hardships."  
— Paper Magazine

Alec Benjamin rose to fame through his dedication. He began by playing in the lines and parking lots of shows for Shawn Mendes and Troye Sivan and handing out business cards. He toured with artists like Jon Bellion and Hoodie Allen. Now he's a signed artist living the dream he worked hard for.

Photo by Halle McFadden ©2018



JENNIFER'S  
TOP PICK!

## 6 RUEL

📺 16.3K 📺 23K 📺 154K

🔊 Pop

© Justin Bieber, Shawn Mendes

Sydney native, Ruel, was discovered by Grammy Award winning producer M-Phazes (Eminem, Kimbra, Daniel Johns, Meg Mac) for his young soulful voice and his rendition of James Bay's "Let it go" in 2015. Ruel has been on the rise, performing all over the world, including the Opening Ceremony of the 2018 Commonwealth Games.

Photo provided by Management ©2018



## 7 LENNON STELLA

📺 32K 📺 21.8K 📺 513K

🔊 Pop

© Meghan Trainor, Melanie Martinez

Canadian singer, also known as half of Lennon and Maisy, Lennon began her career in 2012 starring in the hit ABC TV series Nashville. She also wrote four songs that were featured in season 5 of the show and has just made her debut as a solo artist.

Photo by Eliot Lee Hazel ©2018



8

## CATHERINE MCGRATH

📺 11.4K 📺 68.7K 📺 25.5K

🔊 Pop Country

🎯 Taylor Swift, Kelsea Ballerini

Hailing from Northern Ireland, Catherine McGrath was inspired by the Nashville sound and began to write her own music, capturing a raw teenage girl perspective. Since the release of her EP in 2016, she has released two albums and collaborated with Hunter Hayes.

Photo by Justin Key ©2018



## 9 ABBY ANDERSON

📺 4K 📺 23K 📺 24.3K

🔊 Pop Country 🎯 Rachel Platten, Carrie Underwood

At the young age of 20 years old, Abby Anderson has been named as one of CMT's Next Women of Country for 2018 and CMT Listen Up Artist. This Texas girl has also been named as one of Pandora's "2018 Country Artist to Watch". Her voice has been heard around stadiums, radio stations, such as Radio Disney, and other Country stations nationwide.

Photo by Chad Brady ©2018



**10 GUS DAPPERTON**

📺 14.4K 📺 20.8K 📺 93K

🔊 Indie pop, New wave, Synth-pop, Dream pop, Hypnagogic pop

© Future Islands, Alt-J

Gus Dapperton's unique style of music and fashion choices, including his signature green bowl hair cut, has gained him spotlight in both music and fashion. His song "Of Lacking Spectacle" was featured on Netflix's 2nd season of 13 Reasons Why and he was also featured in Vogue in 2017.

Photo by Kay Ibrahim ©2018



11

## AMBER MARK

📧 6.1K 📺 17.4K 📷 28.6K

🔊 R&B

© Sade, Ella Mai

Amber Mark writes and produces her music herself. Raised across Europe and Asia, based in NY currently, Amber enjoys writing her raw and real R&B songs in solitude because that is when she is most creative.

Photo by Eric White ©2018





## 12 SAMANTHA HARVEY

📺 41.3K 📺 2.2M 📺 250K

🔊 Pop

© Hailee Steinfeld, Daya

Performing arts college graduate Samantha Harvey gained fame after uploading numerous covers on Youtube, covering artists like Ed Sheeran, Adele, and Elvis Presley. Samantha's singles have broken the iTunes chart and UK Singles Chart. She is the poster child for a Youtube success story.

Photo provided by Management ©2018

## 13 KODIE SHANE

📺 54.8K 📺 41K 📺 511K

🔊 Hip-hop, Trap, Rap

© Lil Yachty, SantigoldCutie

Coming from a musically-inclined household, Chicago native Kodie Shane was surrounded by a great support system. Kodie's intriguing style and positive light landed her her big break as the sole female member of Lil Yachty's Sailing Team.

Photo by Karl Ferguson Jr. ©2018



"Atlanta artist (by way of Chicago) Kodie Shane is a young jack-of-all-trades, the Swiss army knife of Lil Yachty's Sailing Team."

—Kodie Shane

## 14 DOE PAORO

📺 2K 📺 7K 📺 8K

🔊 Indie pop, alternative dance, alternative R&B, soul

© Amy Winehouse, Lykke Li

Self-taught pianist and vocalist, Doe Paoro creates her music influenced by Lhamo, a vocally arobatic, ancient Tibetan folk opera tradition. She trained her vocals and mind through her traveling adventures alongside the Himalayas. She has since then performed at SXSW, Osheaga, and CMJ.

Photo by Rinny Riot ©2018







# 15 MADAME GANDHI

7.4K 21K 34K

Electronic/ Experimental © Jain, Lido Pimiento

Previously the drummer for MIA and Kehlani, Madame Gandhi is a producer, artist and activist who uses her music to create a platform to elevate women's voices, backed with a combination of flowing and hard hitting electronic beats. She has an MBA from Harvard.

Photo by Gabriela Hnizdo ©2018



# 16 ODDKIDOUT

1.2K 5.4K 79K

EDM © Skrillex, Jack U

DJ/Producer OddKidOut first found the spotlight through his finger-drumming videos reminiscent of Araab Muzik's. His heavily sample-based tracks utilize hip hop beats with snippets of Jazz, vocal chops, and vibrating synths. He funded his debut release on Kickstarter in 2016, but his latest release, Solstice EP, was released through OWSLA, indicative of his evolution as a musician.

Photo by Daniel Prakopcyk ©2018



# 17 PERTA

N/A 694 4.4K

Funk Rock

© Prince, Jamiroquai

Perta is an LA rock-funk band fusing fire and heartbreak, offering listeners a glimpse into their experience of growing up queer in Los Angeles—citing Guns N Roses, Prince, and David Bowie as influences.

Photo by Andrew Wofford ©2018

A profile photograph of Phora, a young man with short dark hair and a goatee, looking to the right. He is wearing a dark jacket. The background is a soft, out-of-focus landscape with pinkish-red tones.

18

## PHORA

📺 313K 📺 346K 📺 811K

🔊 Rap © Logic, J. Cole

Phora is an American rapper who founded his own record label Yours Truly in 2011 and recently signed to Warner Bros Records. With 100M total YouTube views and his "Yours Truly" clothing band boasts 324K+ Instagram followers.

Photo provided by Label ©2018

19

## WOLFIRE

📺 N/A 📺 5.3K 📺 11.2K

🔊 House

© Kaskade, Tchami

Wolfire likes to add a bit of a twist to House with his rhythmic beats and interesting mixes. In his song "Manifesto", Wolfire incorporates a vocalist singing in foreign tongue. Most of Wolfire's music consists of instrumental beats and less vocals.

Photo by Eddy Marchi ©2018

20

## TRAILS

📺 583 📺 1.8K 📺 N/A

🔊 EDM © Zeds Dead, ZHU

TRAILS, also known as Tomek Zwolinski, is a Germany based DJ who is known for his succesful remixes of songs by artists like Flume and SAINT WKND. Trails is now moving into releasing original music and hopes to collaborate with other talent like Billie Eilish.

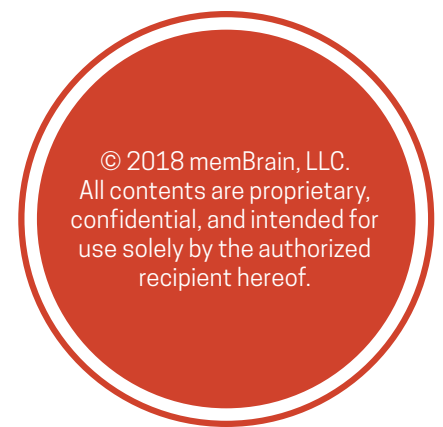
Photo by Yunus Hutterer ©2018

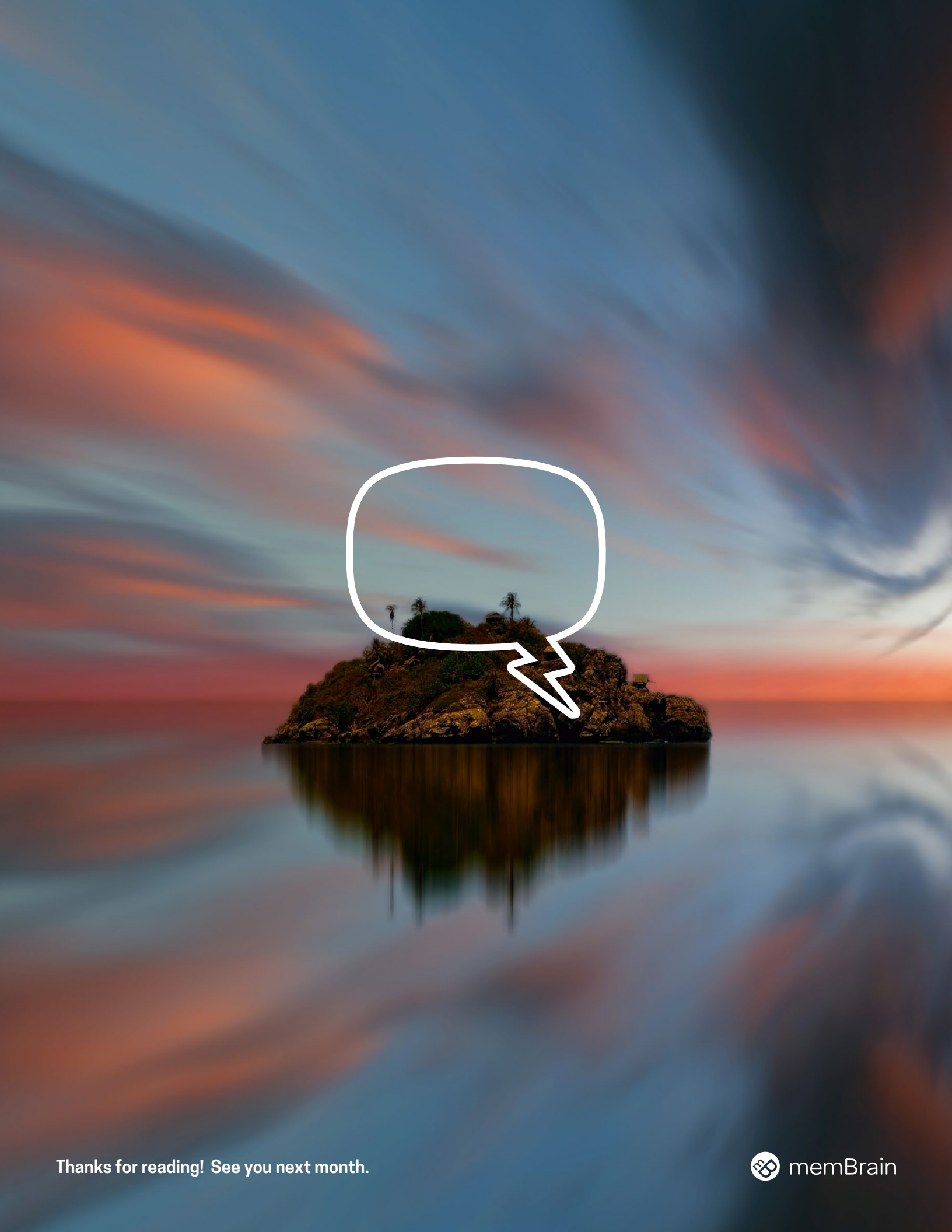
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