

Your monthly
music forecast!

Music Without Borders
BLACKPINK
Jeremy Zucker
RY X
MISSIO
and more

 memBrain

THE STORM REPORT

ISSUE NO. 63
SUMMER 2019



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Our signature countdown of 20 buzzworthy bands and artists on our radar.

On the Cover:

Jessie Reyez. Photo by Mabdulle ©2019

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.

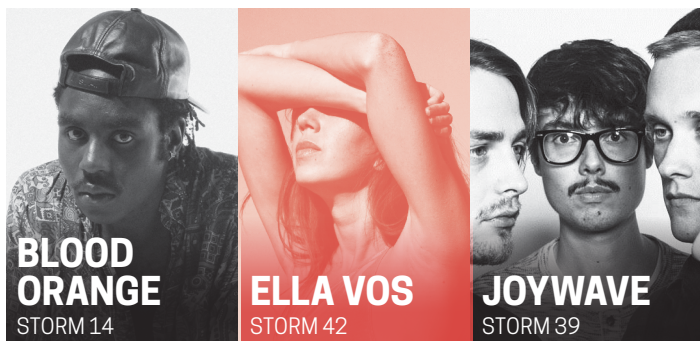
How do we know?

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.

STORM ALUMNI



A LETTER FROM THE EDITOR

Watching the MTV Video Music Awards this week, it was undeniable to note that, despite a continuing immigration crisis in our country, popular music in America has never been more globally influenced and inspired. One of our favorite new artists Rosalía (who was all of the buzz of Coachella 2019) and Colombian reggaeton singer, J Balvin (STORM 35) claimed the award for “Best Latin” at the event this year. And while there remains some industry controversy in defining Rosalía as a “Latinx” artist (she is from Barcelona vs. Latin American countries), the fact that she primarily performs in Spanish and has collaborated with breakthrough Latin musicians such as J Balvin and Ozuna, she has cemented her presence in Latin music regardless (even earning a spot on Barack Obama’s summer playlist). Our “Eye of the STORM” article for this Summer 2019 addresses how artists whose primary language is other than English are increasingly finding massive success in the US. And like millions of Americans, I’m here for all of it.

Enjoy!



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Music Without Borders: The Rise of Non-English Language Music in America

By Olivia Mell

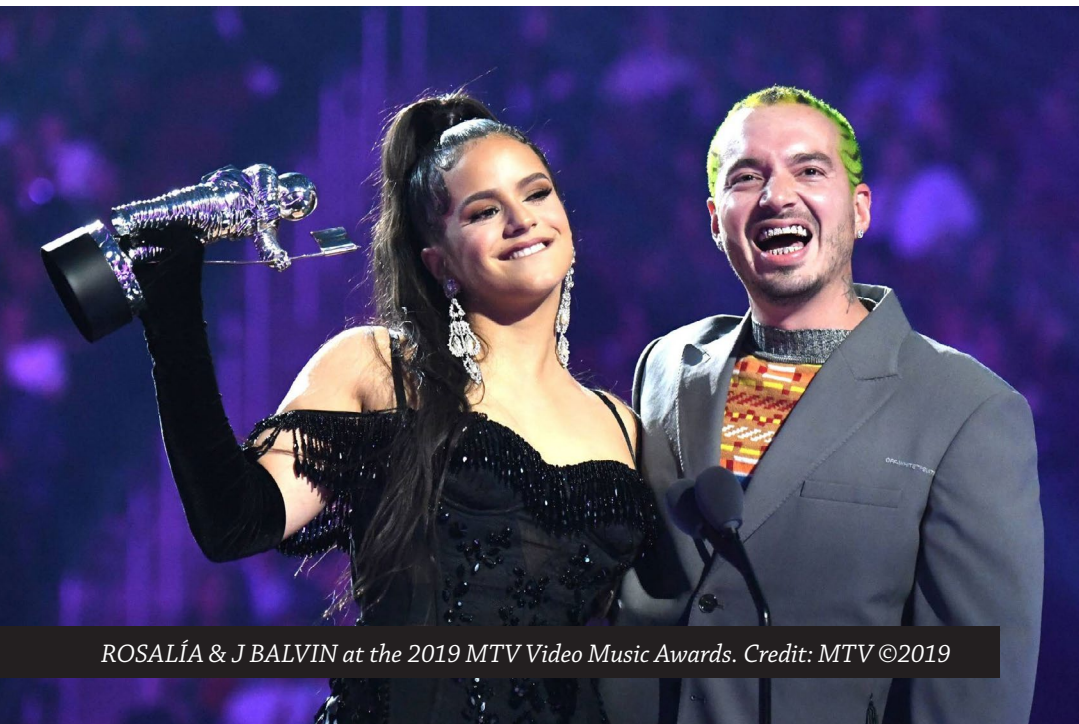
Music is often referred to as the universal language. Not in the sense that everyone can understand or connect to the same music and understand each other through it, but in the sense that every culture in the world has some relationship to music. And just as a particular culture's music is an important part of its identity, the same is true for its language. Artist and educator **Anna Deavere Smith** says that “language is close to your

It is no surprise that English is the predominant language in most popular music globally. This is attributed to a number of factors, not the least of which are that some of the biggest producers of music are English-speaking countries and that English is now as close to a global language as we have. In fact, the United States' music market was **over three times the size** of that of any other country in 2016 (projected at \$15.1 billion that year) and has only

grown. The most chart-topping songs in the United States and globally are sung in English, and so it stands to reason that an international artist would want to sing in English in order to find success in the US. But there are some brave outliers who are rewriting the formula for success in the United States' music industry by not abandoning their native languages—which, surprise, surprise, are most certainly not English.

Since 1983, there have only been between fifteen and twenty **predominantly foreign language songs to make onto the Billboard Hot 100** charts. We all remember “99 Luftballons” by Nena (1983), which spent twenty-three weeks on the top 100 list in its original German, peaking impressively at No. 2, before becoming a global hit again in its English version the following year. The next to hit the Hot 100

was also in German: Falco's “Rock Me Amadeus” in 1985, which spent seventeen weeks in the top 100, peaking at No. 1 for three weeks. What is fascinating about all of the foreign-language songs ever to chart in the United States' top 100 is that as of one year ago, **seventeen of them have made the top ten**. These songs are not semi-popular, they are chart-topping *sensations*. This list is a diverse mixture of languages, including German, Italian, French, and Japanese. But in recent years, there have been two languages redefining the foreign-language song success matrix. Since the year 2000, every predominantly foreign-language song to make it to Billboard's Hot 100 chart has been **either in Spanish or Korean**.



ROSALÍA & J BALVIN at the 2019 MTV Video Music Awards. Credit: MTV ©2019

breathing. It's close to your heart.” Language is not only connected to our cultural, national, and ethnic identity, it is also deeply connected to our identity as individuals—in the way we inflect, our choice of words, the combination of sound and movement, and our body language. And intrinsic in music as an art form is self-expression, or an outward sonic expression of something personal, pieces of the artists' identity. So, it seems only natural that the language artists use in their music should be an inalienable aspect of their work. Linguists have often talked about **musicality in language**, but what about language in music? What do artists' languages say about them and their potential international reach?

To many, the success of Spanish-language music in the United States is no surprise, given that over **thirteen percent of the US population** are native Spanish-speakers, and there are nearly fifty-nine million Hispanic people living in the US. Even to the majority of US residents who are not native Spanish-speakers, Latin music has become a natural part of American culture. Just last year, **Latin music surpassed the country genre** in popularity in the United States. While not all of the most popular Latin music is sung completely in Spanish (a significant amount is), the success of the genre serves as leverage for the continued success of predominantly non-English songs. Latin music also has fan crossover far beyond native Spanish-speakers.

The Latin Genre has spurred successful subgenres, such as Reggaeton, Latin Trap, and Latin Pop. And many of the hits in these genres have also been labeled simply “pop,” a clear indication of their widespread popularity. Among the most successful Latin artists in the US of today are J Balvin (Colombia), Rosalía (Spain), Bad Bunny (Puerto Rico), Maluma (Colombia), Daddy Yankee (Puerto Rico), and Luis Fonsi (Puerto Rico). The latter-most two collaborated on the song “Despacito” in 2017 entirely in Spanish. Then, Justin Bieber hopped onto the remix track, which gave the song the in-road it needed to become tied for the title of **longest running No. 1 smash hit of all time**, spending a jaw-dropping sixteen weeks at No. 1 on the Hot 100. Though Bieber’s massive popularity undoubtedly helped spur the song’s sky-rocketing ubiquity and earn Daddy Yankee and Luis Fonsi their place in music history, it is difficult to say how much the remix’s bilingualism (both English and Spanish) contributed to its success. It is worth noting that the song in its original form **made the Hot 100 on its own** before the Biebs.

Even if there is a bit of English in some of these songs, as in the “Despacito” remix, they are still predominantly non-English, and contributing English-speaking superstars have a desire to stay authentic to the song’s native language. Fonsi and Daddy Yankee **told Entertainment Tonight** that Bieber was committed to singing in

Spanish for the choruses and staying true to the original version, and that him doing so was a “big win” for Latin music. Other Latin music superstars are seeing big wins in their genre-at-large, and see this time as a critical moment for Spanish-language music. J Balvin, for example, **told NBC News**, “We are defining a new mainstream,” while promoting his album *Vibras* in 2018. He was not wrong. Partly because of the “Despacito Effect” and partly because more and more big Latin artists are staying true to their native language, **YouTube’s list of Top 10 Most Watched Videos in 2018** only includes two songs in English. The other eight are all in Spanish, including the song in the number one slot, “Te Boté Remix” by Puerto Rican rappers Nio García, Darell, and Casper Mágico, featuring fellow Spanish-language artists Nicky Jam, Bad Bunny, and Ozuna. Here’s the cherry on top: these Spanish-only songs have cracked the Top 10 without featuring any superstar guest verses in English.

The other musical behemoth in this growing trend is Korean Pop, or K-pop. K-pop exploded onto the scene in the US in 2012 with Psy’s “Gangnam Style,” which spent 31 weeks on the Hot 100 chart, seven of which were spent at its peak No. 2 position. This was the first time a Korean song ever reached this level of success in the US, and since its meteoric rise, “Gangnam Style” paved the way for another Psy song, “Gentleman,” to become the fourteenth foreign-language song to join the Top 10 club. Interestingly, there was a sixteen-year gap on the list between “Macarena” by Los Del Rio in 1996 and “Gangnam Style”. Following No. 15 and 16 on the list (“Despacito” and J Balvin’s “Mi Gente,” respectively) came game-changing No. 17 one year ago: “Fake Love” from K-pop sensation BTS. Perhaps it was the virality of “Gangnam Style” that laid the groundwork for other K-pop artists, like BTS and rising girl group BLACKPINK, to make it big in the US.

Bangtan Sonyeondan, otherwise known in America as BTS (backronym for “Beyond The Scene”), last year became the first K-pop to lead the Billboard 200 chart at No. 1 with the album *Love Yourself: Tear*. But charting isn’t everything. BTS also became the **first K-pop group to ever appear on**

Saturday Night Live back in April of this year, performing their all-Korean hits “Boy With Luv” and “Mic Drop.” Their popularity in the US was so strong at that point that swaths of eager BTS fans (dubbed “ARMY”) were lined up around the block for *SNL* tickets as early as Tuesday of that week. April 2019 was a banner month for K-pop, as BLACKPINK also made history by becoming the **first female K-pop group to perform at Coachella**, arguably the pantheon of music gods in American culture today. Their groundbreaking performance was amplified by YouTube, Coachella’s official and exclusive streaming partner. **YouTube chose BLACKPINK** as the feature in doing something that has never been done before: livestream a Coachella performance on “The Beast” jumbotron in Times Square.

On the question of language, BLACKPINK has been clear that their predominantly Korean lyrics are essential to their brand and identity as a group, not just in Korea or the US but globally as well. BLACKPINK’s lead singer Rosé (full name Park Chaeyoung), who happens to speak English fluently, when asked about producing English versions of their songs **told Billboard** that “Changing the lyric is not just changing the language, it’s really changing the expression.” Fellow member Jennie (full name Kim Jennie) added that an English version “changes the song, it changes the tone, it changes our vocals.”

More and more foreign-language artists are finding success in America without the help of the English language. English is “no longer the default language of American pop,” as **headlines** are reading now, and it seems that the long reign of English-language chart domination is slowing at a surprising rate. Massive success stories of recent years are opening the door for new artists to truly be themselves, sing in their native tongue, and sell out arenas all over the US. At the risk of sounding cliché, and nothing if not idealistic: that is the American dream. So, bring it on. ¡Dale! **화이팅** (*hwaiting!*)



STORM TRACKER

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



CLAIRO

(STORM No. 55)

Currently on a multi-national tour, singer/songwriter **Clairo** has experienced a meteoric rise to fame over the past year, supporting Khalid on an arena tour including a performance at Madison Square Garden. Now headlining her own tour, Clairo most recently released her debut album, 2019's *Immunity*, which she co-produced with Rostam (STORM 54), bringing in guests including drummer Danielle Haim (of HAIM fame, STORM 3).



NATTI NATASHA

(STORM No. 57)

Dominican singer-songwriter **Natti Natasha** recently released her album *ilumiNATTI*, reaching over 17 million monthly Spotify listeners. Her track "Criminal" with Ozuna has over 500M streams since its release a year and a half ago. She has also recently been featured on songs with Pitbull, Daddy Yankee, and Thalía. Earlier this year, Natti was named the female winner of the Hot Latin Songs Artist of the Year at the 2019 Billboard Latin Music Awards.



RAVEENA

(STORM No. 60)

Pop/R&B singer **Raveena** has been making waves since joining our family of STORM artists. Raveena's latest album *Lucid* has been receiving major praise and excitement from outlets such as NPR, Billboard, and Pitchfork. She is currently on tour performing at notable venues like the Observatory-Constellation Room in Santa Ana, CA and The Roxy Theatre in Los Angeles, CA.



FLORIDA GEORGIA LINE

(STORM No. 1)

Florida Georgia Line received numerous awards including the iHeartRadioMusic award for Country Song of the Year and the Billboard Music Award for Top Country Song, both for "Meant to Be" featuring STORM alumna Bebe Rexha (STORM 16). FGL released their recent album *Can't Say I Ain't Country* in February 2019 and the band is currently touring North America with performances scheduled through January 2020.

Events and happenings for
your radar.

STORM FORECAST

RIHANNA @ NYFW

September 5-12

New York Fashion Week runs from September 5-12, 2019 and Rihanna has announced that she will stream her Savage x Fenty runway show on Amazon Prime Video starting September 20th. The recent announcement promises to combine fashion, music and culture by bringing in models, actors, dancers and musicians who will perform “some of the hottest acts in music.” Sounds like it will be a unique experience and, thanks to Amazon, everyone can have a front row seat!

AND THE EMMY GOES TO...

September 22

The 71st Emmy Awards are anticipated to be one of the hottest topics for debate this September—with HBO leading the nominations with a record-breaking 137 nods, but with NBC, Netflix, and Amazon bringing their A-game with an onslaught of great content. Final round voting has concluded and the winners for the Create Arts Emmy Awards will be announced the weekend of September 14 and 15, with the Primetime Emmys broadcast live on FOX on September 22

DISCOVER WORLDZ

September 10 & 11

We are thrilled to announce our media partnership with **WORLDZ**, a summit and community that connects attendees to the world's most influential marketing and cultural leaders to learn, build your network, and elevate your career. The next **WORLDZ** event is in Long Beach, California on September 10 & 11 – and we have a special 20% discount code just for **STORM** readers! Enter the code **mmbrain20** at checkout for this exclusive offer and we hope to see you there!

LIFE IS BEAUTIFUL

September 20-22

What happens in Vegas...is beautiful! Now in its 6th year, Life is Beautiful will once again draw fans to Las Vegas for 3 days of music acts, artists, thinkers, culinary talent, and festival-goers. This year's event features numerous alumni of The **STORM** Report including Post Malone (**STORM** 30), Billie Eilish (**STORM** 41), Portugal the Man (**STORM** 13), Tash Saltana (**STORM** 46), Walk the Moon (**STORM** 1), Rae Sremmurd (**STORM** 23), Banks (**STORM** 10), King Princess (**STORM** 56), Lord Huron (**STORM** 27), and several others.

SOHO HOUSE WEHO EVENT: “STREET X FASHION”

September 19, 10:00-11:30 AM

memBrain's monthly **STORM** Shelter event series at Soho House West Hollywood continues in September with a breakfast session entitled “The Hype Machine: Street x Fashion” – exploring the art and science of creating a successful streetwear brand in 2019. These events are for Soho House members and invited guests only. Please contact us at hello@membrainllc.com if you are interested in attending this or future **STORM** Shelter events.

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	BLACKPINK	 	YG Entertainment, Interscope Records	High Schoolers, 20-somethings	44
2	JEREMY ZUCKER	 	Republic Records, Motown, Universal Records, Universal Music Group	High Schoolers, 20-somethings	37
3	RY X	 	Infectious Music	20-somethings, Young Adults, 30-somethings	34
4	MISSIO	 	RCA	20-somethings, Young Adults	32
5	J.S. ONDARA	 	Verve Records	20-somethings, Young Adults, 30-somethings	31
6	CLARA MAE	 	Big Beat Records	High Schoolers, 20-somethings	30
7	KREAM	 	Big Beat Records	20-somethings, Young Adults	29
8	JIREEL	 	Nivy	20-somethings, Young Adults	28
9	EMILY BEAR	 	Waterlight Productions	20-somethings, Young Adults, 30-somethings	28
10	BLIMES	 	Peach House Records	20-somethings, Young Adults, 30-somethings	26
11	HARRISON STORM	 	Netwerk Records	Young Adults, 30-somethings	26
12	SPENCER CRANDALL	 	Independent	20-somethings, Young Adults	24
13	THERESA REX	 	One Seven Music	20-somethings, Young Adults	23
14	BABYJAKE	 	School Boy Records/ Republic Records/ Transcendent Entertainment	High Schoolers, 20-somethings	23
15	BOY IN SPACE	 	Firefly Entertainment, AWAL	20-somethings, Young Adults	21
16	FENNE LILY	 	Independent	20-somethings, Young Adults	21
17	ANFA	 	CASA records	20-somethings, Young Adults	20
18	QUINN LEWIS	 	Arista Records	20-somethings, Young Adults	20
19	AMO AMO	 	Independent	20-somethings, Young Adults	18
20	X LOVERS	 	Visionary Records, RCA	High Schoolers, 20-somethings	18



1

BLACKPINK

2.4M 4.1M 19M

K-pop

© (G)I-DLE, Katy Perry, Jessie J

In 2016, K-pop girl group sensation BLACKPINK first topped the charts in South Korea with “Whistle” from their album *Square One*, and quickly gained a global following of superfans known as “BLINKs.” The group became the highest-charting female K-pop group on the Billboard Hot 100 and Billboard 200 lists in 2018, and became the first act that YouTube livestreamed on the Times Square jumbotron from their performance at Coachella this year. The group is currently on a world tour. Photo provided by YG Entertainment

2

JEREMY ZUCKER

55.5K 34K 350K

Dance/Electronic, Pop

© James Blunt, Ed Sheeran




New Jersey native Jeremy Zucker has gained recognition in the indie-pop and electronic/dance scenes since 2015, but his breakout hit came in 2018 with “all the kids are depressed” from his EP *glisten*, earning him a solid presence in American pop. His recent release “comethru” (2019) has over 100 million streams on Spotify. Zucker recently performed at the 2019 Governor’s Ball on Randall’s Island in NYC and at Lollapalooza in Chicago.

Photo by Drew Kirsch ©2018





3 RY X

 8K  113K  52.7K

 Pop

© Mumford & Sons, Milky Chance

Australian singer-songwriter RY X's music is a mixture of relaxed and hypnotic electropop and intimate alt-rock melodies. His debut album *Dawn* (2016) shows early signs of his evolved sound. For example, his breakout hit "Berlin" features lilting vocals and quietly intense and complex instrumentation. RY X is currently performing all over Europe, and released his latest album *Unfurl* in February of this year.

Photo by Kacie Tomita ©2018



**JENNIFER'S
TOP PICK!**

4 **MISSIO**

📺 12.2K 📺 34.5K 📺 38.6K

🔊 Pop, Rock 🎵 Band of Horses, X Ambassadors

Pop-rock duo MISSIO combines alternative rock elements with synth-pop in a unique, anthemic sound. The duo's deeply personal lyrics and darkly danceable music are the brainchild of members Matthew Brue and David Butler, best friends from Austin, TX. Their latest album *The Darker The Weather // The Better The Man* was released in April 2019 with RCA Records (SONY Entertainment), and heralds in a call-to-action vibe for their fans, reflecting the essence of their name, which in Latin means "mission." Photo by Tim Saccenti ©2018

5 **J.S. ONDARA**

📺 2.7K 📺 12K 📺 18.2K

🔊 Folk 🎵 Hozier, David Gray

Nairobi-born singer-songwriter J.S. Ondara won his ticket to the US in a Green Card Lottery in 2013 at the age of 20. Heavily influenced by American alt-rock and folk, Ondara has become a new voice in the American folk scene, telling stories of opportunity and the American dream—its virtues and its flaws—in his album *Tales Of America*, released in February of this year. Ondara recently performed at SXSW and until the end of the year is touring the US and parts of Europe, including at the Ghent Jazz Festival in Belgium. Photo provided by management ©2019





6 CLARA MAE

📺 1.7K 📺 7.5K 📺 20.1K

🔊 Pop

© Ellie Goulding, Meghan Trainor

Swedish pop singer Clara Mae got her start as a female vocalist in a later iteration of pop group Ace Of Base, from 2009-2012. She collaborated on singles “Taped Up Heart” and “Drowning” with fellow STORM featured artist duo KREAM in 2016 and 2017, respectively. Clara Mae also began releasing music as a solo artist in 2017, beginning with her single “I’m Not Her” and up to her most recent release “Lost,” which came out this April.

Photo by Paulina Torbjornsen ©2019



7

KREAM

📺 1.4K 📺 33K 📺 21.2K

🔊 EDM

© Afrojack, Calvin Harris

Norwegian pop duo KREAM, made up of brothers Daniel and Markus Slettebakken, puts out highly energetic electronic pop of their own as well as produces official remixes for several major artists, including Dua Lipa and Tove Lo. They have had several hit singles, with streams in the tens of millions, and their latest release “Ain’t Thinkin Bout You (feat. Louisa)” just dropped at the end of May. Photo by Jimmy Fontaine 2019

8

JIREEL

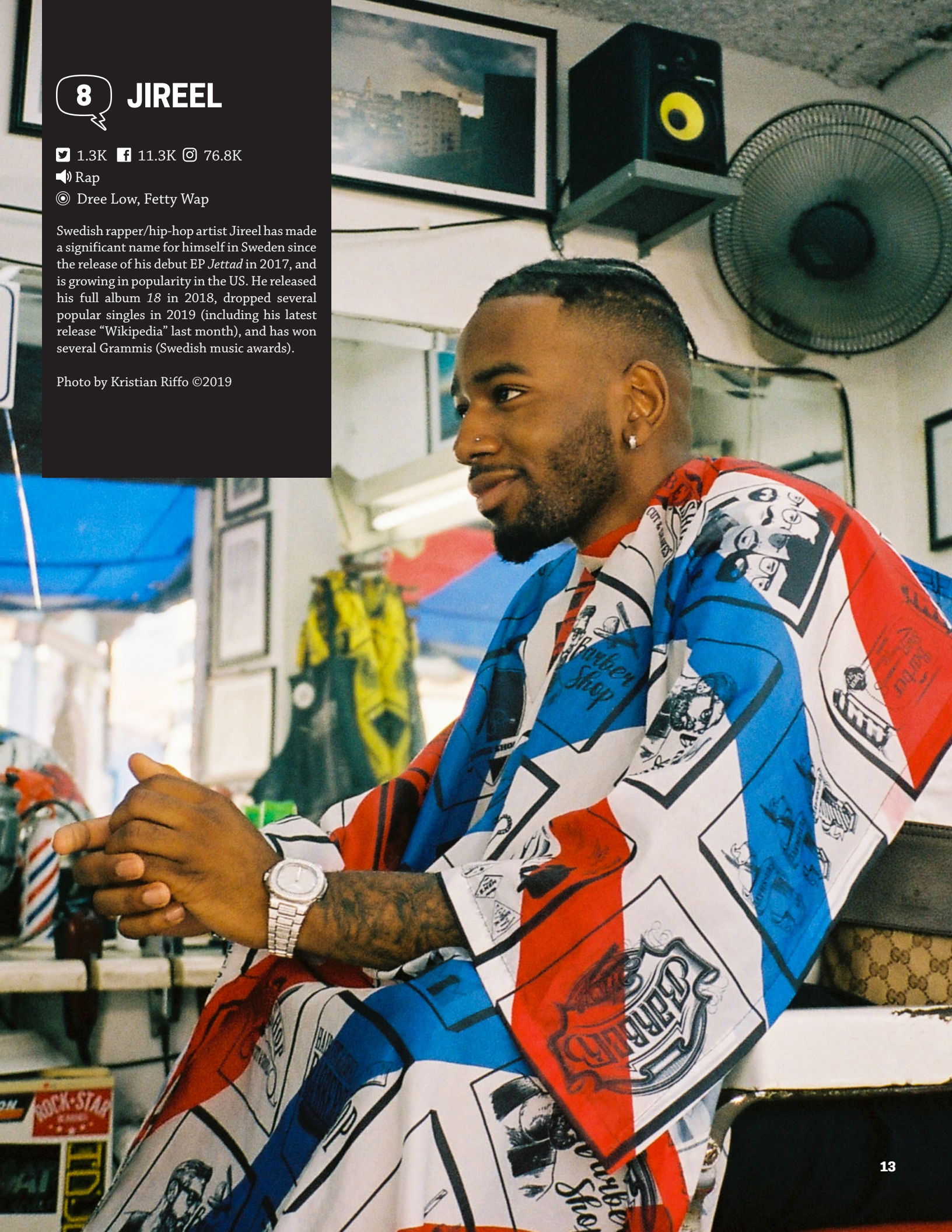
1.3K 11.3K 76.8K

Rap

© Dree Low, Fetty Wap

Swedish rapper/hip-hop artist Jireel has made a significant name for himself in Sweden since the release of his debut EP *Jettad* in 2017, and is growing in popularity in the US. He released his full album *18* in 2018, dropped several popular singles in 2019 (including his latest release "Wikipedia" last month), and has won several Grammis (Swedish music awards).

Photo by Kristian Riffo ©2019



9 EMILY BEAR

📺 17K 📺 45K 📺 22.6K

🔊 Classical, Jazz 🎧 Sara Bareilles, Colbie Caillat



17-year-old composer and piano virtuoso Emily Bear has been writing and performing since age 5, and has played on legendary stages such as Lincoln Center and the Hollywood Bowl. The former child prodigy has also composed original work for film and television. Bear recently launched a singer/songwriter arm of her career with the debut of her first single “I’m Not Alone,” which was recently featured on VH1’s *Love & Hip Hop Atlanta*. Bear is set to release her first EP later this year. Photo by Meeno ©2019

10 BLIMES

📺 12.7K 📺 84K 📺 39K

🔊 Hip-Hop 🎧 Fugees, Queen Latifah



OLIVIA'S TOP PICK!

Rapper/Hip-Hop artist Blimes is putting a new flavor into old-school rap. The San Francisco-based MC weaves creamy vocals and sinuous melodies into her cerebral and intricate rapping. Blimes is also a rap coach on TNT’s celebrity rap show *Drop The Mic* hosted by Method Man, with whom Blimes collaborated on “Hot Damn.” That track, along with viral hit “Come Correct”—a collaboration with Gifted Gab—are on her most recent album *Castles*, released in March 2019. Photo by Darrell Jackson ©2019

11 HARRISON STORM

📺 1K 📺 9K 📺 11.3K

🔊 Singer-songwriter 🎧 José González, Bright Eyes, Nick Drake



Australian singer-songwriter Harrison Storm financed his debut EP *Sense Of Home* (2015) by busking on the streets of Melbourne. The title track from that EP has earned over 52 million streams alone on Spotify, and Storm has been honing his sound with powerful vocals and intricate guitar-picked melodies. Storm released his second EP *Change It All* in 2017, and has dropped several singles since, including his most recent single “Falling Down,” which was released in May of this year. Photo by Dean Raphael ©2019

12 SPENCER CRANDALL

📺 N/A 📺 12K 📺 203K
🔊 Country © Chris Lane,
Sam Hunt, Dylan Scott



Modern country artist Spencer Crandall developed his sound writing and performing with fellow artists in Nashville, TN in 2016. He has since opened for Dustin Lynch, Chris Lane, Big & Rich, and others across several American cities, and his pop-country fusion sound has earned him his own streaming and social media notoriety. His first full album *52 Eighty (Acoustic Mixtape)* debuted at #1 on iTunes in 2018, and most recently he released the album *More* in April of this year.

Photo by Katy Huffman ©2019

A close-up portrait of Theresa Rex with long, wavy, light-colored hair, looking slightly to the side. The background is a soft, light pink.

13

THERESA REX

📺 N/A 📺 2.6K 📺 2.2K

🔊 Pop

© Halsey, Jess Glynne

Danish pop singer Theresa Rex began her musical journey singing everything from gypsy jazz to metal, inspired by greats like Janis Joplin and Gladys Knight. Many know Theresa Rex as the voice on Martin Jensen's 2016 global hit "Solo Dance," which has reached over 500 million streams. Theresa Rex began a solo career in 2018, and her latest song "Like I Love You" was released just last month.

Photo by Andreas Pless ©2019

A close-up portrait of BabyJake with a short beard and mustache, looking directly at the camera. He is wearing a dark jacket and a silver earring. The background is dark.

14

BABYJAKE

📺 1.8K 📺 3K 📺 31.2K

🔊 Pop

© Flo Rida, Sean Kingston

Hailing from Ft. Myers, Florida, new pop artist BabyJake has just sprung onto the scene with his first single "Cigarettes On Patios." The upbeat and magnetic song, released on June 7th, has "song of the summer" written all over it. BabyJake recently signed with School Boy Records & Republic Records, and is expected to release a music video for "Cigarettes On Patios" in the coming weeks.

Photo by Austin Tompkins ©2019

A portrait of Robin Lundbäck, the artist behind Boy In Space, leaning forward against a bright yellow background. He has wavy brown hair and is wearing a black t-shirt.

15

BOY IN SPACE

📺 5.8K 📺 500 📺 18.1K

🔊 Alternative/Indie

© Charlie Puth, Nick Jonas

Swedish pop singer Robin Lundbäck began his music career in 2012 in boy band JTR, who appeared on the fifth season of *The X Factor Australia* in 2013. In 2018, he began a solo career under the moniker Boy In Space. He began reaching an American audience and garnering millions of Spotify streams. He recently released his latest single "7UP" on May 30th, 2019, which combines angelic pop vocals with a very catchy beat.

Photo by Eva Pentel 2019

16

FENNE LILY

4.6K 8K 15.8K

Alternative/Indie © Dido, The Weepies

UK-based indie artist Fenne Lily describes her music, both lyrically and sonically, as an “open diary.” Fenne Lily has been developing her raw and broad sound, or “sadcore” as she has also called it, since she was a teenager on the road with musicians. She released the brainchild of that period of her life, her debut album *On Hold*, in 2018. She is currently touring major cities in the US and Canada. Photo by Rowan Allen ©2018



17

ANFA

1.7K 2.5K 7.2K

R&B/Soul © Drake, Chris Brown

Sydney-born R&B artist Anfa (formerly known as Anfa Rose) gets his name and sonic influence from his strong Moroccan roots. His unique R&B/Rap sound weaves in Arabian tones, particularly in singles like “I’m Good” and “Tangier.” His latest release “Sin” dropped in February 2019, and adds a dose of Latin flavor to his interestingly evolving sound. Photo by Visualsbyrazak ©2019



NATALIE'S
TOP PICK!



18

QUINN LEWIS

1K 1.6K 10.1K

Pop

Blake Rose, Niall Horan, ZAYN

Australian-born pop artist and songwriter Quinn Lewis has a rare power to transform even the most painful emotions into something beautiful and uplifting. His music is defined by raw vulnerability and defiant open-heartedness which in turn he channels into every lyric as he searches for universal truths in his music. His recent single “Hurt Me Now” was released in July via Arista records and has gained nearly 400K Spotify listens. Photo by Shane McCauley ©2018



19

AMO AMO

230 850 3K

Psychedelic rock

Fruit Bats, Eurythmics

Part mystic-pop, part electro-funk, Amo Amo was formed in 2017 during an impromptu session in L.A. with Jim James of My Morning Jacket. What came out of that session was the *Amo Amo* album—released in April 2019—a collaboration between friends Love Femme, Omar Velasco, Justin Flint, Shane McKillop, and Alex Siegel, heralded by James. The group will be touring with James this year, and performed at Outside Lands in August. Photo by Robbie Jeffers ©2018



20

X LOVERS

1.3K 5.7K N/A

Pop

The Chainsmokers, FRENSHIP

Electronic pop duo X Lovers hails from Northern CA and is made up of childhood friends London Jackson and Jacob Ames, who have been making music together since they were 10. They released singles independently in 2018, and this year released two via Visionary Records/RCA Records, with whom they are currently working on a full album to be released soon. Photo by Angelo Kritikos ©2019

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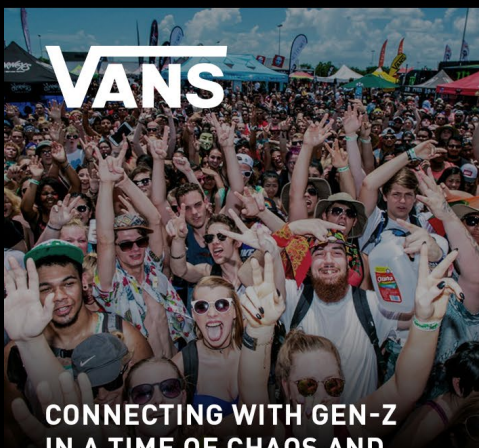
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