

Your Monthly
Music Forecast!

"Who Are You Wearing?"
Shining a Spotlight on
Stylists

Sleepy Hallow
Clinton Kane
PinkPantheress
Trevor Daniel
...and more!

 memBrain

STORM REPORT²

ISSUE NO. 73
SEPTEMBER 2021



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ON THE COVER:

Griff. Photo by Jordan Rossi ©2021

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.

How do we rank?

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.

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.

LETTER FROM THE EDITOR

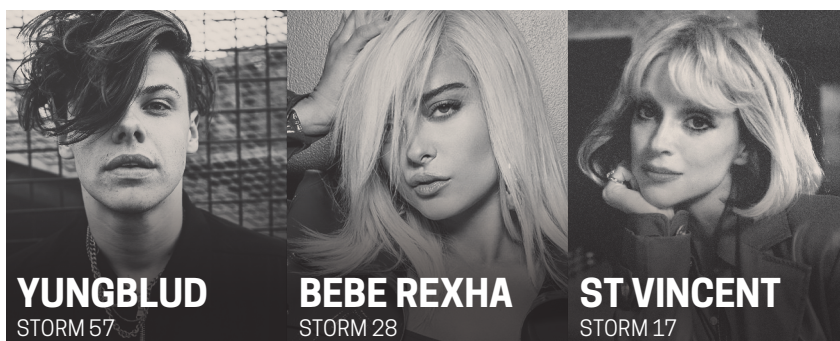
If there has been a theme in our reporting this year, it has certainly been focused on unsung heroes. The songwriters, the independent venue owners, and now, the stylists—all instrumental in building the careers of artists in today's competitive music industry. For our September issue, we have provided an introduction to wardrobe stylists for musicians—some of the most influential and powerful people working in the music industry today. From the VMAs to the Met Gala, what artists were wearing was a top trending topic this month. In a world dominated by social media, image is everything. Stylists aren't just for top tier celebrities anymore. Even emerging artists need to craft a strong brand to break through the clutter—in the studio, in their marketing, and from head to toe.

Enjoy!



Jennifer Sullivan
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EYE OF THE STORM



Stylist Law Roach with Zendaya. Photo Credit: Getty Images

“Who Are You Wearing?” Shining a Spotlight on Stylists

By Grace Slansky

Each September, in accordance with and in honor of New York Fashion week, the memBrain STORM Report takes a look at the cross section of music and fashion. Often, this presents as an examination of the latest artist and designer collaborations or a summary of the musicians who guest starred in exciting runway shows or at the Met Gala. However, in true STORM fashion—pun absolutely intended—we find it important to showcase talent that are in need of a spotlight - this time, wardrobe stylists.

For decades we have been drawn in by a musician’s style, from The Beatles’ iconic haircuts to Britney Spears’ schoolgirl ensemble. These iconic looks prove to have the staying power of a fantastic hit song, further advancing an artist’s career and securing their place in pop culture. But who, aside from the performer themselves, is responsible for these iconic visuals that remain in our brains, adorn our walls as posters and framed images?

We have wardrobe stylists to thank for the often career-defining looks we have come to love. With the advent of visually driven apps like Instagram and the ability to share music videos

instantly through streaming platforms like YouTube and TikTok, the work of the stylist has become one of the most important on a music artist’s team. Working behind the scenes to elevate a single performer, a good stylist can define an artist’s career.

Just as an established style of music is essential to building a brand, an established look—not just clothes but hair and makeup as well—can take an artist from a talent to a sensation. Lady Gaga’s avant garde clothes (credit to B. Akerlund, Nicola Formichetti, Tom Erebout and Sandra Amador), Zendaya’s red carpet showstoppers (credit to Law Roach), and Lil Nas X’s dayglo, modern country ensembles (credit to Hodo Musa) are all examples of supreme styling.

And while this year’s return to a live and in-person Fashion Week was quite exciting, there is a side to fashion and music that is driven by visual and digital content, quite literally an artist’s image. Styling has become part of an artist’s overall marketing strategy. Often, a change in visuals or “looks” as they are referred to in the industry, is the first sign to fans that a new era of music is on its way. This has recently been illustrated by Billie Eilish’s transformation from her gender boundary-

removing streetwear looks (credit to Samantha Burkhart) to her Marilyn Monroe blonde bombshell look at the Met Gala 2021 (credit to British Vogue style director Dena Giannini).

While artists may be hesitant to discuss their stylists, afraid of shattering the illusion of individual style and artistry, the work of these often unsung team members is a feat of collaboration worth celebrating. Rather than dictate each move, the professionals are tasked with studying an artist's personality and crafting a look that will toe the line between authentic and magically heightened. Cardi B's longtime stylist Kollin Carter was already working with the star to dress her for Rihanna's Diamond Ball when he "realized she was into making memorable moments, like me." Since then, they formed a partnership, dependent on shared vision and trust. Trust, proven success, and versatility like this can span well beyond one event or the bounds of a single position. One of Rihanna's favorite stylists, Jaleel Weaver, is also a creative director at her Fenty Corp.

Fans have become accustomed to reporters on the red carpet asking their favorite artists, "What are you wearing?" - but thanks to stylists sharing their work on social media, they likely already know. Social media and creator culture has helped the art of styling into the limelight, with stylists finding significant audiences on Instagram and other platforms. LA-based super-stylist Marni Senofonte has amassed over 375K fans on Instagram and is the powerhouse behind the wardrobe in Beyoncé's visual album Lemonade, her Superbowl halftime performance, and Homecoming, Beyoncé's Coachella performance that aired on Netflix. And she didn't only style Beyoncé, but her multitude of backup dancers, as well. Senofonte, who started out working as Norma Kamali's assistant and worked her way to becoming Bey's head stylist, is now starring as one of the judges on the HBOMax competition streetwear design competition, "The Hype."

Among the awe-inspiring and often unspoken elements of this integral position within music, is the versatility stylists have demonstrated time and time again. Take, for instance, stylist Samantha Burkhart, the woman behind many of the past year's most iconic looks. Her client roster is a rolodex of A-list names including but not limited to Billie Eilish (as mentioned earlier),

Diplo, Grimes, Rosalía, Katy Perry, and Christina Aguilera. A trained fine artist and fashion expert, there were many paths open to Burkhart, even as a stylist, but the ever-changing and effortlessly collaborative reality of the music industry compelled her. As she puts it, "I was really into the idea of music artists having such a huge reach and having such a visual component to who they are."

While stylists were previously reserved for the rich and well on their way to being famous, the culture around the profession has also changed, with established professionals including Jocelyn Simone and Chelsey Pickthorn of the successful collective We Color Live encouraging emerging artists to work with a stylist and building artist visual identities from the get-go. This has effectively opened the field, allowing newer stylists to post their work on social media and connect with up-and-coming artists.

Zendaya and Ariana Grande's stylist and "Image Architect" Law Roach is also now making his services more accessible - offering styling services via the **Wishi** app. For an entry price of \$40, these styling sessions include two style boards, a one-on-one chat, a personalized style mood board, two revisions, style and beauty advice, and access to brands to help anyone to shop online and style what they already own in new and inventive ways. Roach, who started his celebrity styling career with Zendaya over a decade ago, has since built a global, multi-million dollar business. This comes in addition to his other efforts like raising \$100K to give to Black-owned fashion and beauty businesses in Chicago that were impacted by the pandemic.

It is easy to fall into the trap of only looking at the end result, the entire image, and arguably that is the intention, but while that ease is a testament to the successful work done by many, it is important to acknowledge the professional prowess that went into the creation of the look you admire. And not just that, but to draw inspiration from the seamless teamwork represented by our favorite iconic visuals and apply it across fields and mediums. After all, what artists wear on the red carpet and in our favorite music videos has a lasting impact in what brands we buy and wear, making stylists some of the most powerful people working in not only the music industry, but also in the \$300 Billion global fashion industry.

PLAYLISTS

Check out our issue's carefully curated playlists by clicking below



STORM TRACKER

Tracking Our STORM Report Alumni!



ZENDAYA

(STORM No. 5)

Gracing the cover of VOGUE's October issue is **Zendaya** (STORM #5) who is having one of the most incredible years of her career (which is saying something since her first appearance on our report was nearly a decade ago). In addition to co-starring as MJ in the upcoming *Spider-Man: Far From Home* sequel, she will also be starring opposite Timothée Chalamet in the hugely anticipated remake of *Dune* in October. All of this, in addition to returning for the second season of her Emmy Award-winning performance in the HBOMax series, *Euphoria*, later this year. We knew you when, Zendaya!



GRIMES

(STORM No. 21)

Multi-genre music and creative producer **Grimes** (STORM #21) is on board to be a judge for FOX's latest singing competition show, *Alter Ego* which will see people performing as "fantastical" digital avatars known as alter egos along with Alanis Morissette, Nick Lache, and will.i.am. No stranger to the metaverse, Grimes recently launched her own server on Discord called the Grimes Metaverse (Super Beta) and debuted a number of new songs at Australia's VR festival, "Splendour XR."



TROYE SIVAN

(STORM No. 11)

In addition to appearing at the Met Gala in a stunning black cut-out dress, **Troye Sivan** (STORM #11) has just released his first new solo music of 2021 with "Angel Baby." Earlier this year he collaborated with Regard (STORM #66) and Tate McRae on "You" and in December, Sivan teamed up with Kacey Musgraves (STORM #12) and Mark Ronson for a remix of "In a Dream."

STORM FORECAST

Events And Happenings For Your Radar

MUST SEE (STREAMING) TV Fall 2021

Streaming's ongoing effect on TV viewing means that the when, where, and how of our TV consumption is evolving every day. But Fall TV seems to be reassuringly consistent and so it's exciting to look at what's coming to the small screen soon. Of the most exciting upcoming series on Netflix are *Colin in Black & White* (10/29), a limited series centered on Colin Kapernick's high school years and *Cowboy Bebop* (11/19), a live-action remake of the beloved and influential 1998 animated space Western starring John Cho. Other series we are excited for include *Succession* Season 3 and *Insecure* Season 5 (HBO, October), *Hawkeye* (Disney+, 11/24), and *The Shrink Next Door* (Apple TV+, 11/12) which stars Paul Rudd and Will Ferrell—and Agatha Harkness herself, Kathryn Hahn.

OUTSIDE LANDS October 29-31

Outside Lands is back for the first time since the Pandemic, returning to Golden Gate Park October 29-31, for Halloween Weekend. Headliners include The Strokes, Lizzo, and Tame Impala. Both general admission and VIP tickets are completely sold out and the three day event is sure to be filled with great music and Halloween fun.

AUSTIN CITY LIMITS

October 1-3 and 8-10

Austin City Limits will be held over two weekends, October 1-3 and 8-10, at Zilker Park. Along with headliners such as Miley Cyrus, Billie Eilish, and Tyler, The Creator, attendees can look forward to delicious food, art installations for photo opportunities, and sponsored giveaways and merchandise.

ROLLING LOUD NYC October 28-30

Rolling Loud is making its next stop in New York on October 28-30 and will be held at Queens Citi Field. The event's headliner's are 50 Cent, J. Cole, and Travis Scott with special guest Bobby Shmurda. Over 130 music artists are performing at this year's festival, with varying genres so there is something for everyone to enjoy.

BEYOND BOND: BIG SCREEN RELEASES

Fall 2021

Perhaps one of the most highly anticipated films of the Fall is Daniel Craig's final James Bond film, *No Time To Die* (10/8). But beyond Bond, we are eagerly awaiting the release of Denis Villeneuve's *Dune* (10/22) which stars Timothée Chalamet and includes STORM Report alumn Zendaya (STORM #5). Other films on our "must watch" checklist this fall include Wes Anderson's *The French Dispatch* (10/22), *Last Night In Soho* (10/29) starring Anya Taylor-Joy, Marvel's *Eternals* (11/5), *Ghostbusters: Afterlife* (11/11), *Top Gun* (11/19) and *King Richard* (11/19) starring Will Smith as Richard Williams, whose relentless motivation pushed his daughters Venus and Serena to become tennis superstars.

STORM WARNING

The 20 Artists On Our Radar

ICON KEY

- ▶ YouTube
- 🎧 Spotify
- 📷 Instagram
- 🎵 TikTok
- 🎶 Genre
- 👤 Similar Artists
- 📍 Label

1 SLEEPY HALLOW

▶ 602K 🎧 14.4M

📷 643K 🎵 N/A 🎶 Hip Hop, Brooklyn Drill 📍 Pop Smoke, Metroboomin 📍 Winners Circle, RCA

Jamaican-born rapper, singer and songwriter and frequent collaborator of Sheff G, Sleepy Hallow, 21, has found great success with his debut album *Still Sleep?*, which features his successful single “2055”—racking up over 100M streams on Spotify since its release. His bassy vocals work well with the melodic beats in his songs. Photo provided by RCA ©2021

A portrait of Clinton Kane, a young man with dark hair, wearing a black and white striped t-shirt. He is sitting in a blue chair, looking slightly to the right of the camera. Large green leaves are visible in the background.

2 CLINTON KANE

516K 12.2M

228K 1.4M Pop Ed Sheeran, Lewis Capaldi Columbia

Clinton Kane came onto the music scene in 2020 when DJ Martin Garrix recruited Kane to collaborate on his single “Drown.” Fast forward to this year, and the 22 year-old singer-songwriter went viral on TikTok for his ballad “Chicken Tendies,” that has reached over 70 million streams on Spotify. His music is soulful and full of emotion, all of which is present in his latest single “I GUESS I’M IN LOVE.”






Photo by Thomas Falcone ©2021



3 PINKPANTHERESS 223K 10.6M

 467K  821K  Bedroom Pop  Clairo, TV Girl  Parlophone, Elektra

At just 20 years old, PinkPantheress has had multiple viral hits, thanks to TikTok. Her singles "Break it Off" and "Pain" each have over 50,000,000 streams on Spotify. Her music is self-described as "new nostalgic" and is a cross between pop and funk. Photo by Jesse Crankson ©2021

 632K  1.4M  Pop, R&B  Post Malone, Blackbear  Alamo Internet Money Interscope

Trevor Daniel went viral in 2019 for his song "Falling" that blew up on TikTok, and has garnered over a billion streams on Spotify. Since then, Daniel released his debut album *Nicotine* in 2020 and collaborated with Selena Gomez on a track called "Past Life." His music mixes upbeat pop lyrics with mellow rap beats. Photo by Grant Spanier ©2021

4 TREVOR DANIEL 1.6M 10.3M



5 DAYGLOW

450K 5.9M

JENNIFER'S
TOP PICK!

234K 74K Pop Tame Impala, Peach Pit Very Nice Records

Since his breakthrough single's music video, "Can I Call You Tonight" took YouTube by storm in 2019, Sloan Struble of Dayglow has evolved into a pop mastermind. Infused with youthful energy and positive messaging, his discography has garnered a loyal fan base and critical acclaim from *Billboard*, *Ones to Watch*, and more. Photo provided by management ©2021



"Music has always been therapeutic for me. Instead of simply listening to what I make, I want people to really feel it."
—jxdn

Instagram 4.5M | TikTok 9.3M | Spotify Pop-Punk, Alternative | SoundCloud Machine Gun Kelly, Blink-182 | YouTube DTA Records
Born Jaden Hossler, 19-year-old rockstar jxdn has had an explosive rise to fame through a consistent stream of content on TikTok. He became the first artist signed to Travis Barker's DTA Records, and recently collaborated with the drummer on his track "So What!"—with the music video (also featuring Machine Gun Kelly) amassing 20M+ views on YouTube since it premiere. The next generation of Pop Punk has arrived!
Photo by Mandee Mallonee ©2021.

7 JAWNY  171K  3.8M



 107K  185K  Pop  Cuco, Harry Styles  Interscope

JAWNY's vibrant, fun-filled, and ever-changing alt pop discography renders him an impressionable young artist to watch. His latest EP, *The Story of Hugo*, is a testament to his storytelling talents and ability to expand off of his past work to create something entirely novel.

Photo by Alex Free ©2021

 416K  N/A  Neo-Soul, R&B  Erykah Badu, SZA  Keep Cool, RCA

UMI's music is genre bending, with aspects of genres such as R&B, lo-fi, and alternative. Her artistry is clear through her honest lyrics and soothing voice, which captivates listeners. Released last year, her hit single "Remember Me" has over 100,000,000 streams on Spotify.

Photo by Spencer Middleton ©2021



MAYA'S
TOP PICK!

8 UMI  525K  2.7M

9 LEYLA BLUE

74K 2M

57.5K 175K

Pop Daya, Julia Michaels

Island Records

Leyla Blue is a New York singer-songwriter who makes R&B influenced pop music, with catchy lyrics. Her voice is incredibly strong and sultry, complemented by her lyrical harmonies. Her latest single "I Don't Wanna Know" has clear R&B influences and has vulnerable lyrics set to a groovy beat.

Photo from Anna Palma ©2021

GRACE'S
TOP PICK!



8K 1.6M

10 **KAH-LO**

25.2K 14K Electronic/House Azealia Banks, M.I.A. Epic Records

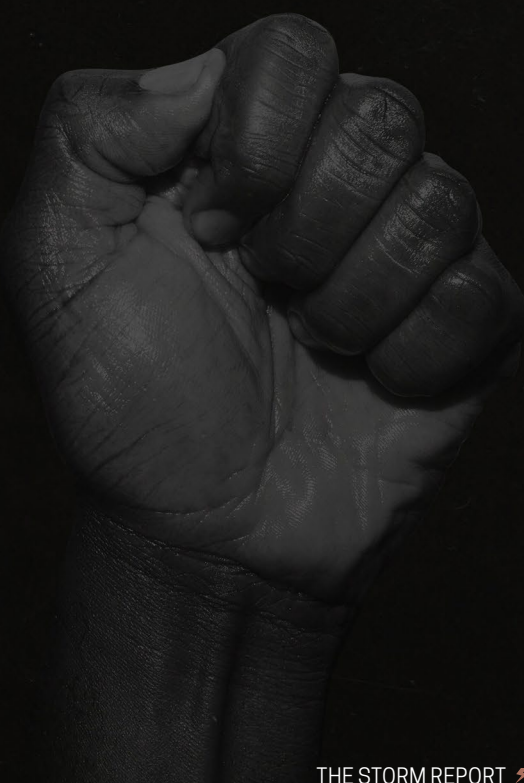
Kah-Lo is a decorated house and electronic artist who collaborated on the extremely successful dance hit “Rinse and Repeat” which was nominated for a Grammy for Best Dance Recording in 2017. Her music is full of high-energy electronic beats and heavy bass. Her latest release, an EP titled *The Arrival* is full of the catchy dance tracks she is known for. Photo provided by Kah-Lo ©2021

57.5K N/A Neo-Soul, Funk Soul II Soul, Sudan Archives Forever Living Originals

SAULT is an anonymous British music collective, distinguished by its genre-defying discography and powerful explorations of Black-centric issues. The latest of their collection of sonically and socially rich albums, *Nine*, delivers a collection of innovative R&B and commentary—and it will only exist for 99 days. Photo by SAULT ©2021

15.3K 1.6M

11 **SAULT**



**AVA'S
TOP PICK!**

"Straight away you realise you're in the presence of something special."
—*The Guardian*



📷 64.7K 🎵 23.2K 🎧 Alternative/Bedroom Pop 🎧 Billie Eilish, Olivia Rodrigo 🎧 Gennen Records, Interscope

Renforshort is a talented Canadian singer songwriter, who made her musical debut as an independent artist in 2019. Now signed to Interscope Records, she makes bedroom pop music with an alternative teenage angst flare. This month, she released a single called “Waiting Game” that can be heard as she embarks on a U.K. tour with artist Yungblud this fall. Photo by Steph Verschuren ©2021

13 THE BROOK & THE BLUFF

4.7K  1.1M



ROBERT'S
TOP PICK!

 24.6K  4K  Alternative/Indie  Alabama Shakes, Bon Iver  No label

With compelling lyricism and a distinct soulful air, The Brook & The Bluff's self-described "groovitational pull" is spot on. The Nashville-based, four-piece band is set to take their recent EP *Yard Sale (Side A)* and collection of 2021 singles on the road this fall with a North America tour.

Photo by Noah Tidmore ©2021

14 SAM RYDER

583K 946K

3.5M 10M Rock, Singer-Songwriter Imagine Dragons, X Ambassadors Parlophone Records

Sam Ryder is a singer/songwriter and producer from a small town outside of London. In 2020, Sam became the most popular UK artist account on TikTok thanks to a series of now infamous covers—capturing the attention of fans including Sia, Alicia Keys, and Elton John. He has since been fine-tuning his own sound as he writes and releases his own original music.

Photo provided by Elektra Music Group ©2021

15 AG CLUB

66.4K 850K

LAUREN'S
TOP PICK!

58.3K 6.3K Hip Hop, R&B BROCKHAMPTON, 99 Neighbors COR/TAN Records / TheNamelessCollective
Short for Avant Garde, AG Club is an up and coming hip-hop collective hailing from the Bay Area. The group consists of core members Baby Boy, Jody Fontaine, and Mick Antony, among others, many of whom connected online. Their tracks are energetic and each member brings their own flair to the table. Their debut album, *F*ck Your Expectations PT. 1*, was released in April of this year. Photo provided by AG Club ©2021

16 JAMES VICKERY

34.2K 790K



63K 6.9K R&B Jack Garratt, Sam Smith RocNation

South London's James Vickery is the new face of UK R&B. With his hugely popular *COLORS* session amassing 22 million views, James caught the attention of many admirers internationally, subsequently leading to him inking record and publishing deals with LA-based TH3RD BRAIN and RocNation respectively, despite being born deaf in his left ear. Photo by Harry McCulloch ©2021

17 MARIAH THE SCIENTIST

64K 550K



📷 423K 🎵 N/A 🎧 Alternative R&B 🎤 Jhene Aiko, Tinashe 🎧 One Umbrella
At just 23 years old, Mariah the Scientist has made a big splash in the R&B world. Signed to Tory Lanez’s record label One Umbrella, she released her debut studio album *Master* in late 2019. Her latest album *RY RY WORLD* features collaborations with Young Thug and Lil Baby, along with Mariah’s silky vocals that are easy to listen to for hours. Photo by Jerald Johnson ©2021



18 BRYNN ELLIOTT

▶ 24K 🎧 543K

📷 43.4K 🎵 44.4K 🎶 Pop 🎧 Taylor Swift, Carly Rae Jepsen 🎧 Atlantic, Big Yellow Dog Music

Brynn Elliott went from writing songs on her bedroom floor, to playing over 200 shows, touring with artists such as Alanis Morissette and Brandi Carlile. As a Harvard graduate with a degree in Philosophy, she uniquely infuses her pop music with philosophical messages, providing optimism through her music. Photo provided by management ©2021

19 ZOLA COURTNEY

📷 6K 🎵 262 🎶 Pop/Soul

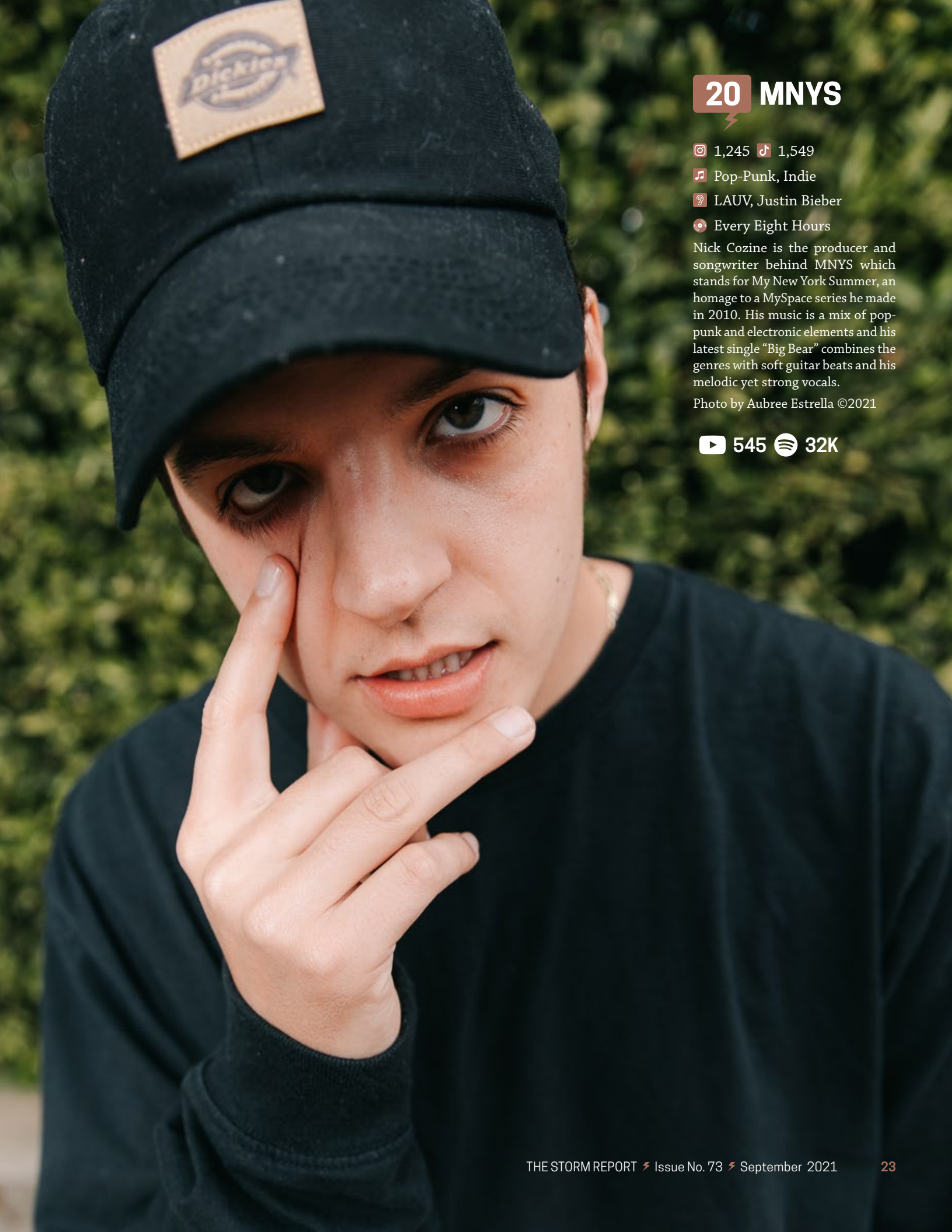
🎧 H.E.R., Duffy 🎧 Tap Music

Zola Courtney is a 22-year-old singer-songwriter from England whose soulful pop music has an organic feel, and honest, vulnerable lyrics. Her debut EP *Nothing to Lose* was released in early 2020, and her latest single, “Before We Were Us” is a laid-back track, highlighting Zola’s strong yet soothing voice.

Photo by Charles Moriarty ©2021

📺 431 🎧 70K





20 MNYS

📷 1,245 🎵 1,549

🎵 Pop-Punk, Indie

📍 LAUV, Justin Bieber

🎧 Every Eight Hours

Nick Cozine is the producer and songwriter behind MNYS which stands for My New York Summer, an homage to a MySpace series he made in 2010. His music is a mix of pop-punk and electronic elements and his latest single "Big Bear" combines the genres with soft guitar beats and his melodic yet strong vocals.

Photo by Aubree Estrella ©2021

📺 545 🎧 32K



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