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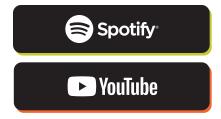
Returning to Burning Man, Elvis Week, STORM Artists at Outside Lands, and more!

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

PLAYLISTS

Check out this issue's carefully curated playlists by clicking below:



ON THE COVER

OGI. Photo by Kanya Iwana ©2022

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.

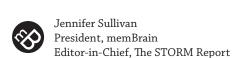
Why do we do it?

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

Back in the day, the music industry made money selling albums and always needed a new one to sell. Now, the money comes from streaming- and old songs make just as much as new songs. It is just as easy to discover an older artist as it is to discover an emerging artist. It's arguably easier. Yes, the playing field has almost been leveled. Almost. The tools for promotion are very different than they were in decades past, with social media and streaming platforms becoming dominant forms of music distribution. Now, securing a prime sync licensing deal or inspiring a new trend on TikTok can mean the difference between going viral or going nowhere. With Elvis and Marilyn Monroe making headlines again, Jurassic World and Top Gun in theatres, and Kate Bush dominating the Billboard charts, this month's article explores why what is old is new again, and what to expect from a trend that breaks down time and space. Let's do the time warp again!

Regards,



In Sullum

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ate Bush's "Running Up that Hill (A Deal with God)" is at the top of the charts. *Top Gun* is the number one movie in America. Everyone is rocking neon clothing. And the year is 2022. No, it's not a time warp or a glitch in the Matrix, but rather an exciting resurgence of influences from decades ago finding new audiences! Thanks to our many forms of always evolving media channels, what's "in" is no longer limited to the newest trends. Today, what's in is what catches on.

Everything old may not truly be new again, but it is undeniable that there is an absolute hunger right now for content across a spectrum of mediums. The blending of genre, era, and influence has coincided with the ultimate destruction of traditional barriers. It may seem like a leap, but all signs point to a disregard for any kind of linear or expected structure, unlocking a freer well of inspiration and influence.

There's also a theory that all of this constant stimulation and information overload have sent us running back to the comfort of nostalgia, but that doesn't take into account the younger generations who are utterly fascinated and actually driving the

trend. Whatever the cause and future outcomes may be, they certainly apply to music as well and it wouldn't be *The STORM Report* if we didn't look at that!

When singer-songwriter Kate Bush released "Running Up That Hill" in 1985, it peaked at number 30 on the Hot 100. Now it's soared into the top ten and even scored an incredible number 1 spot in the UK singles chart, a whopping 37 years after it was released. It's all thanks to a feature in a key scene in *Stranger Things 4*—which has been influencing us with '80s vibes for 4 seasons now—making it an example of how one artform can influence the other, and how collaboration can yield surprising results.

TikTok has also been instrumental in bringing back older songs and artists. What can be seen as starting with 2020's resurgence of Fleetwood Mac's "Dreams" has become a regular occurrence, with plenty of music being recontextualized against the backdrop of the app. One good example is STORM alumni Mother Mother (STORM 32), who formed in 2005 but only recently made an entrance to Rolling Stone's Artists 500 Chart. The indie band hasn't released

new music in two years, but a swarm of new fans from TikTok have meant entirely new milestones for the band. This has happened to many other artists, but one of the things that makes this instance unique, is that it wasn't one challenge or dance that sent them into viral fame, but many people using sounds from the entire 2008 album "O My Heart." The hashtag #mothermother has been viewed more than 56 million times. With any luck, this kind of support for perhaps forgotten artists will continue, introducing new generations to existing music and expanding the musical zeitgeist.

The way we discover new music continues to evolve. And while "video killed the radio star" when MTV launched in 1981, television isn't as popular as it used to be. Social video platforms like TikTok and music streaming platforms are reinventing how we consume music. Likes, shares, and the way we curate our personal playlists all have a direct influence on which songs become hits and what kind of artists are given the opportunity to shine. In place of turning on MTV and passing around mixtapes, we're blasting Spotify and sharing playlists. But the sentiment is the same. Music is cyclical, and by sharing it, we're able to time travel to eras that are lauded for their eccentricity—but that distinctly mirror our own.

Incredibly, "old songs" now represent 70% of the U.S. music market, according to the latest numbers from MRC Data, a music-analytics firm. It's worth noting that only songs released in the past 18 months get classified as "new" in the MRC database, and so people could conceivably be listening to a lot of two-year-old songs, rather than 60-year-old ones. However, the current list of most-downloaded tracks on iTunes is filled with the names of bands from the previous century, such as Creedence Clearwater Revival and The Police. In fact, the leading area of investment in the music business right now is in old songs. Investment firms are getting into bidding wars to buy publishing catalogs from aging rock and pop stars. And let's not forget that the best-selling physical format in music this year is the vinyl LP, which is more than 70 years old!

Older music is getting quite a bit of love, but even new music is borrowing that retro nostalgia feel, pulling inspiration across decades. On the recently released Harry Styles album, Harry's House, he incorporates horn-led funk and indie-rock soundscape reminiscent of the mid 2000s. Lady Gaga, Dua Lipa, The Weeknd, and Miley Cyrus are all channeling the vibrant energy reminiscent of the '70s and '80s. Recently featured STORM artist singer-songwriter Stephen Sanchez's music calls to mind images of 60's crooners, somehow emulating the vibe of an old record player. And this issue's Ethel Cain's "American Teenager" somehow channels Bruce Springsteen, Journey, and PJ Harvey all at once. It's an incredible, and dare we say, "timeless" track.

Another interesting TikTok trend and music composition tactic that transcends decades and takes the time warp to a more personal place is songs that use kindergarten-friendly gimmicks mixed with adult themes and profanity to bring the nostalgia to the edge. Gayle's "abcdefu" is a great example

of this, taking the alphabet and making it a breakup anthem. Bella Poach's "Build a Bitch" and Leah Kate's "10 Things I Hate About You" work similarly, taking familiar tropes and children's instruments and flipping them with curse words.

Beyond music, this blending of decades is full force in fashion as well. In the world of style, we've long acknowledged that old trends resurface with reliable regularity, but previously we've seen consistent patterns, harkening back to one decade at a time. However, the fashion of 2022 is more heavily influenced and less defined. Major trends this year have included '70s prints, '50s color-blocking, the continual popularity of boho looks, a modernized '80s athletic trend, and of course, so-called "Y2K fashion." Fast-fashion sites and well-established designers like Versace alike have embraced 2000s fashion in all of its low-rise glory, bringing back bubblegum pink, metallic jackets, itty-bitty purses, and even Juicy Couture.

Puma just kicked off their latest campaign for the global relaunch of the "Slipstream" basketball shoe range, which was first introduced in 1987. Featuring sporting names, artists, and influencers, the one minute and 36-second spot, titled "Welcome Unbored," explores the idea of commercial travel to space with a retro-futurist look inspired by older science fiction iconography from *Men in Black, The Fifth Element*, and *Star Trek*. The Gen Z crowd on TikTok started a mascot revolution, urging Microsoft to bring back "Clippy," which led to a 174% increase in followers for the well-established company—demonstrating that there is a hunger for making what was once old, new again.

Celebrities are not only embracing the opportunity to reach across decades for inspirations, they're propelling the trend forward. Take for instance the highly controversial Kim Kardashian Met Gala look, which brought Marilyn Monroe's 1962 dress back into the mainstream. Beyoncé is gracing the cover of British Vogue's July issue in a spread that the magazine itself described as a "vision of glittering retro-futurism." This is in anticipation of her upcoming studio album *Renaissance*, which we can only imagine will also be filled with decadebending, genre-bending, mind-bending new tracks.

And it's not just *Top Gun* that's bringing the throwback vibes to the silver screen. The Jurassic Park franchise is back with *Jurassic World: Dominion*. And Baz Luhrmann's *Elvis* is ushering in a King of Rock & Roll Renaissance. With blasts from the past dominating our visual media, it's no wonder we're feeling a collective form of nostalgia.

It's an exciting revolution to watch, seeing traditional formats both cast aside and incorporated, but it's even more exciting to experience as a consumer. The delicate balance between new innovation and comforting nostalgia is becoming less delicate and more common, bringing forth a new era informed by previous eras. In the wise words of *The Rocky Horror Picture Show*, let's do the time warp again!

STORM TRACKER

Tracking Our STORM Report Alumni!



DEAD SARA

(STORM No. 16)

After touring with Slash in 2021, STORM alumns **DEAD SARA** are hitting the road again—this time with soon-to-be rock star Demi Lovato. Demi's "Holy Fvck" tour will kick off August 30th in São Paulo's Espaço das Américas hitting San Francisco, Montreal, Nashville, and more before wrapping up at The Pavilion at Toyota Music Factory in Irving, TX on Sunday, November 6th. The tour will also feature support from Royal & The Serpent (STORM 68). This tour is going to be turned up to 11!



MOTHER MOTHER

(STORM No.32)

We first caught **Mother Mother** performing at a music festival in Victoria, BC several years ago where they were already legends to the locals who knew them. Fast forward to 2020 during the pandemic, their songs "Hayloft," "Burning Pile" and "Arms Tonite" all went viral on TikTok giving the Vancouver quintet its biggest gains in 15 years as a group. They are now supporting Imagine Dragons on their European stadium dates and will be headling their own European tour this Fall. It just goes to show, sometimes perserverance pays off!



ANGEL OLSEN

(STORM No. 40)

Angel Olsen released her sixth album *Big Time* on June 3 which is one of her most emotionally charged albums to date—and it's essentialy a country album! After coming out to her parents in 2021, she had her first romantic relationship and breakup with a woman during the pandemic. Her father and mother then unexpectedly died of seeparate illnesses within two months of each other. Though not referenced on the album explicitly, this is an extraordinary album filled with both heartache and hope.

STORM FORECAST

Events And Happenings For Your Radar

RETURNING TO BURNING MAN

August 28 - September 5

Once a bonfire ritual on the summer solstice, Burning Man has evolved into a cultural phenomenon. Each year, the festival announces a theme so participants can further be immersed in the artwork and overall culture that merges from this igniting movement. Burning Man has attracted nearly 80,000 people in recent years and the event has sold out every year since 2011. This year's theme is "Waking Dreams," and is a much anticipated return after a two year hiatus.

I WANT MY MTV (VIDEO MUSIC AWARDS)

August 28

The MTV Video Music Awards (VMAs) is an award show presented by MTV to honor the best in the music video spectrum. Originally created as an alternative to the Grammy Awards, the annual VMAs ceremony has often been called the "Super Bowl for youth" and this year it will be returning to New Jersey.

ELVIS WEEK

August 9-17

In honor of the 45th anniversary of Elvis Presley's passing, Elvis Week commences in Memphis, Tennessee on August 9-17. This week hosts starstudded performers from All the King's Men, Barbara Eden, Cassandra Peterson, James Burton, Glen Hardin, Larry Strickland, and so many more to be announced. This weeklong event celebrating the King of Rock also includes a Candlelight Vigil, The Gospel Music of Elvis Presley Dinner Show, and the annual Ultimate Elvis Tribute Artist Contest.

STORM ARTISTS AT OUTSIDE LANDS

August 5-7

Outside Lands Music and Arts Festival returns again for 2022 to Golden Gate Park in San Francisco August 5-7. Headliners for the event include Green Day, Post Malone and SZA along with a host of STORM Report alumni. STORM artists at the fest include Jack Harlow, Phoebe Bridgers, Illenium, Kali Uchis, Disclosure, Kim Petras, Dayglow, Zoe Wees, Duckwrth, Dominic Fike, Anitta, Oliver Tree, Pusha T, Local Natives, Wet Leg, Sam Fender, Best Coast, Hiatus Kaiyote, Griff, KennyHoopla, Lido Pimienta, MICHELLE, Wilderado, and THE BLSSM. It's essentially a STORM Fest!

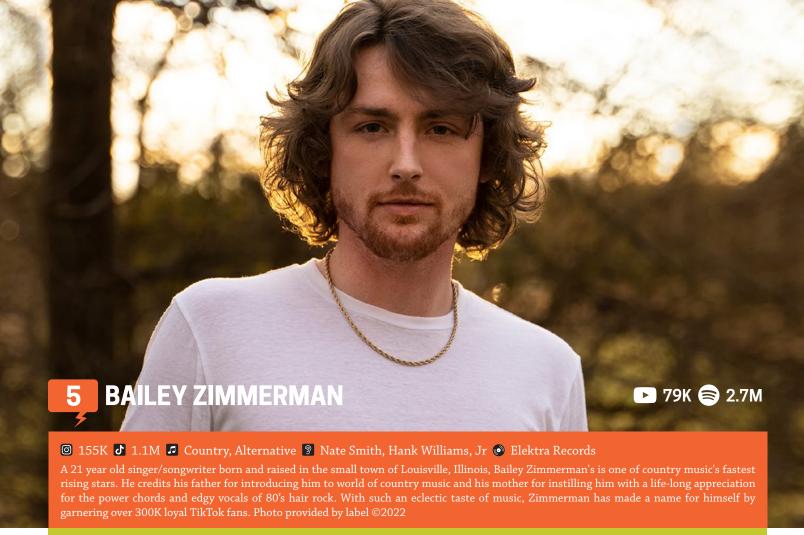






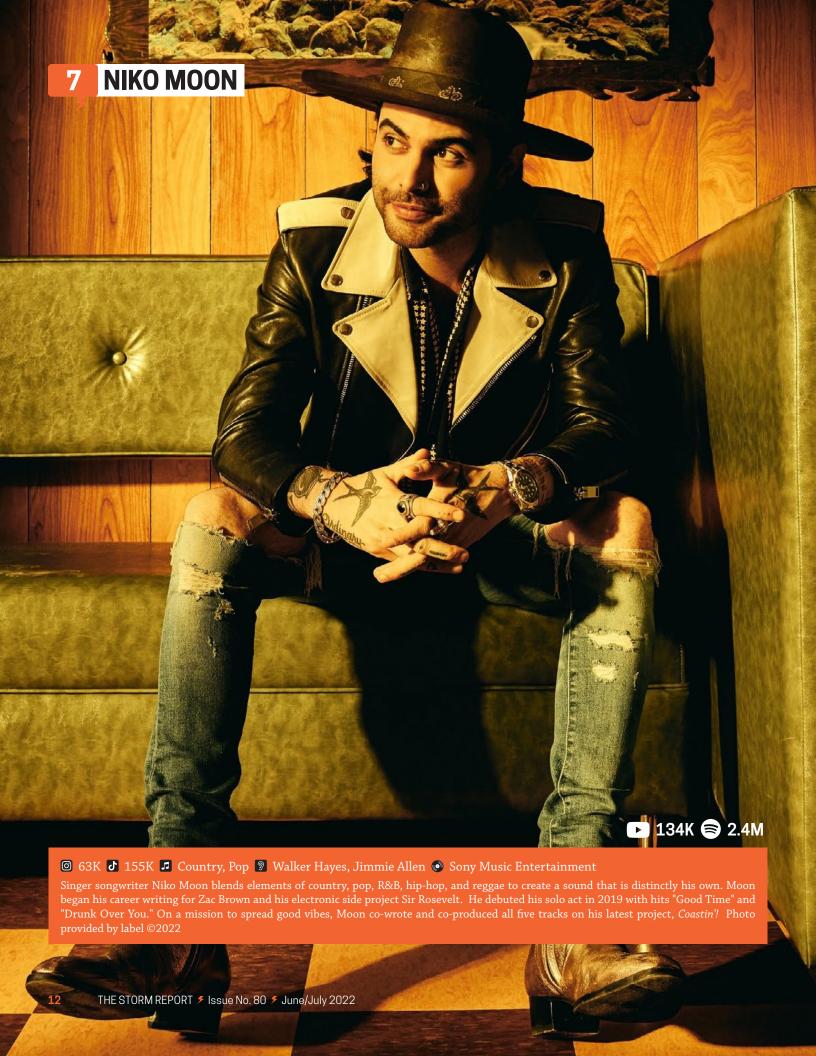
After passing the bar in 2017, Anees realized that his true passion was to pursure music. Combining his flare of hip-hop with pop and adding in a bit of R&B tones, fans have compared him to the likes of Mac Miller and Russ. Since releasing his first song, "Maybe" in 2020, Annes has gained lots of traction from his IG livestream that featured Justin Bieber. Photo by Issa Kaddissi ©2022





LA based duo Ship Wrek has quickly became one of the most prolific production teams in the electronic scene. The duo has released remixes and originals that have caught the attention of industry heavyweights including Skrillex, Dillon Francis, Diplo, Jauz, and Tiesto. With their continous support from the dance music community, the sky is the limit for Ship Wrek and we think they are just getting started. Photo by Zach Scheilbel ©2022



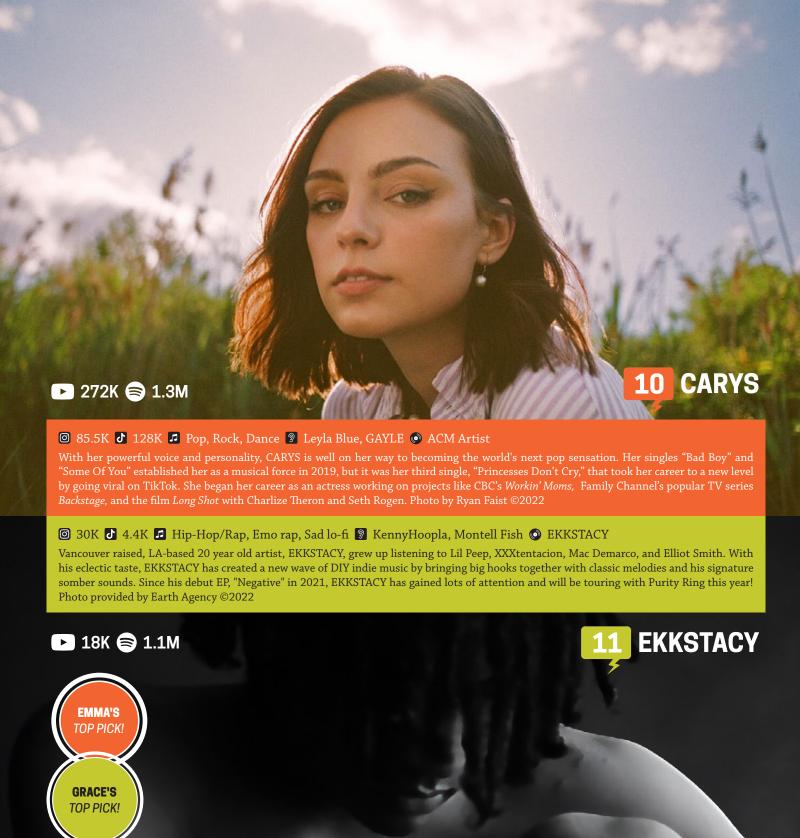




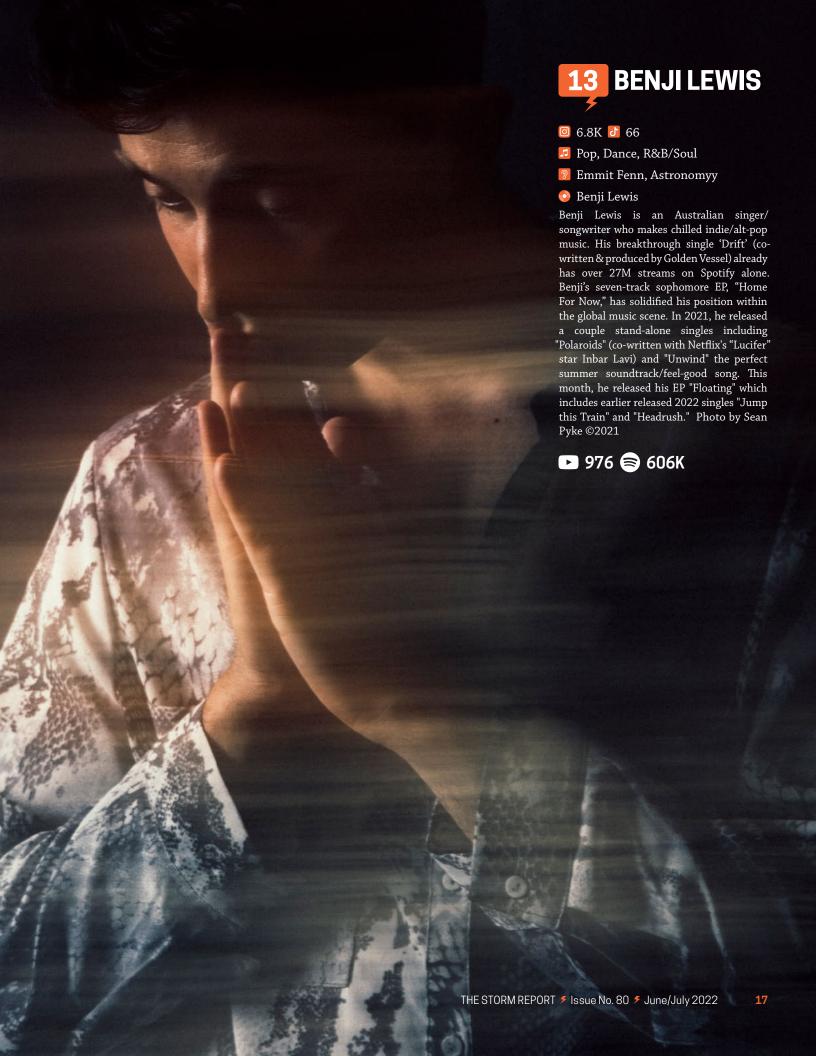


MAY-A is an Australian singer-songwriter who had a breakthrough as a featured artist on Flume's single, "Say Nothing". Last year, she released her EP "Don't Kiss Ur Friends", featuring cuts 'Swing Of Things', 'Daffodils', 'Apricots' and 'Time I Love To Waste', which came in at #101 in Triple J's 2021 Hottest 200. With her fast growing success, MAYA-A is set to join Flume on his forthcoming Australian tour, performing alongside the producer in Perth, Sydney, Brisbane and Melbourne. Photo by John Liwag ©2021







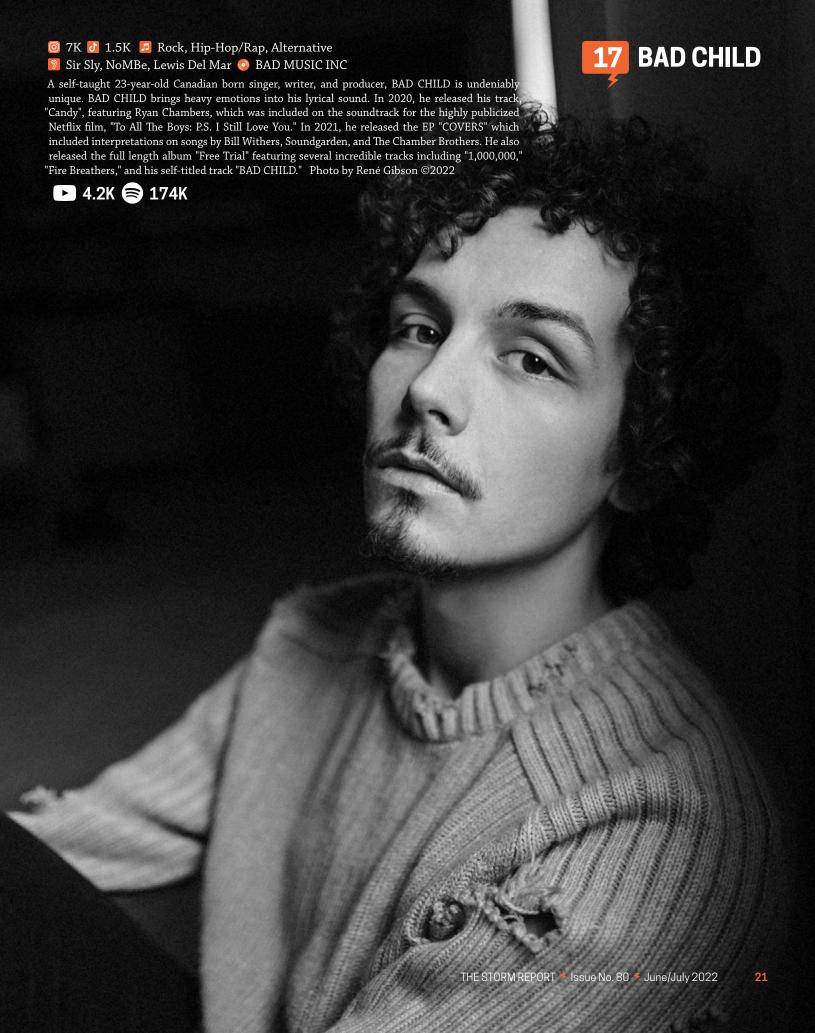




Since begining her musical career at the age of 13, IV Jay has steadily built a following by uploading covers of contemporary hits to her Instagram account. Having built an online following with versions of Childish Gambino 's "Redbone," among other songs, she signed to Atlantic in 2018. In late 2020, she dropped her debut album, 5th Element, which includes a feature from Don Toliver. She has since released several singles including a Pink Sweat\$ collaboration, "Vibrate," "Good Karma," and her latest single "Gemini Rising." With seemingly boundless talent, he is a young star on the rise. Photo provided by label ©2022







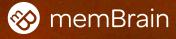






Thanks for reading! See you next month.





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