

Your Monthly  
Music Forecast!

**FUTURE STARTS NOW**  
Looking Back to Look Forward

New West  
Megan Moroney  
Landon Conrath  
Holden Miller  
...and more!

 memBrain

# STORM REPORT

ISSUE NO. 85  
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DECEMBER 2022



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*Maris. Photo by Nick Collingwood. ©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

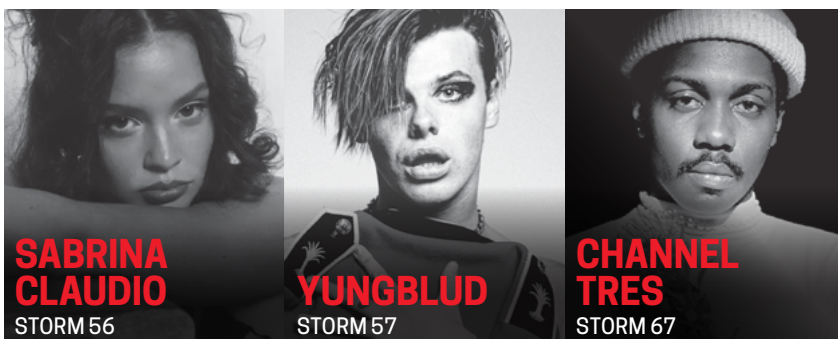
It’s that time of year again...time for YouTube Music Recap, Spotify Wrapped, and Apple Music Replay to showcase the year that was. What did we learn? Who did we discover? And what did our music say about us? This month’s Eye of the STORM article explores some of the highs and lows of 2022, with special focus on the trends that are here to stay for 2023. And as the year comes to a close, I’d like to personally thank everyone involved with The STORM Report for your hard work and dedication. This year marked the 10-year anniversary of the report, and we can’t wait to see what the future holds. One thing we know for sure, it will have a great soundtrack. Here’s wishing everyone a safe and happy holiday season, and a very happy and healthy 2023!

Enjoy!



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

## STORM ALUMNI



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# FUTURE STARTS NOW

## Looking Back to Look Forward

By Grace Slansky

**A**s we reflect on the outgoing year, it's the perfect moment to review how the outgoing year is likely to impact our imminent future. While it seems like it has passed in a whirlwind, 2022 will go down in the history books as an important year for music and technology. As is our tradition here at the STORM Report, let's take a look at what it all might mean for 2023 and beyond.

### BACK TO LIVE (WITH SOME CAVEATS)

Still adapting to our new normal with the lasting impact of the global pandemic, the world has opened back up with some remarkable upgrades coupled with some serious challenges.

While it finally feels safe to say live music is officially back, it is not without some major hurdles ahead. Only one year since the Travis Scott Astroworld disaster of November 2021, festivals like Coachella, Austin City Limits, and Bonnaroo were back—but with new disclaimers about health and safety.

Starved for the human connection that comes from live music, consumers came back to live music in droves despite the “enter

at your own risk” disclaimers. That is, those who were able to purchase (or afford) tickets at all. With the growing adoption of “dynamic pricing,” discrepancies between the face value of tickets and the resale ticket prices become glaringly apparent. Artists like Drake, Adele, Bruce Springsteen, and most recently, Taylor Swift, all saw fans furious with the ticket buying experience. And, in light of the recent Swift tour ticket fiasco with Ticketmaster, there are widespread calls for the government to step in and regulate this area of the industry, which we will likely see in the next year.

With so many tours postponed during the pandemic, 2022 was stacked with rescheduled tours and festivals. Some of the hottest shows of the year were rescheduled tours including the My Chemical Romance Reunion Tour, the North American leg of the Elton John *Farewell Yellow Brick Road* Tour, and Dua Lipa's (STORM #39) *Future Nostalgia* Tour. And nostalgia was everywhere with the When We Were Young Festival bringing My Chemical Romance back to the festival stage together with Avril Lavigne, AFI, Paramore, and a cornucopia of 90s/00s favorites.

“  
**Le futur c'est  
maintenant...**

From “Future Starts Now”  
by Kim Petras [STORM #52]

”



## KEY TRENDS

**NEW TO YOU:** Speaking of nostalgia, 2022 also saw quite a resurgence in what are considered “legendary” artists, typically defined as musicians whose releases are over 30 years old. Top Gun propelled Kenny Loggins back into the public eye, Stranger Things famously brought new ears to Kate Bush, Metallica, and The Clash also experienced a rise in streams.

**WE ARE THE WORLD:** Thanks to the success of the streaming model, multilingual music is able to reach a broader audience, regardless of geographical barriers. From K-Pop to Reggaeton, international influences are now mainstream, and we could not be more excited to see how global artists will grow over the next year.

**EVERYTHING INDIE:** The end of this year hints at a massive indie resurgence in the next year as well. From up-and-coming indie bands like the Reytons, Red Rum Club, and The Royston Club to the new Arctic Monkeys album, the groundwork has been laid for an epic year of indie music as a dominant force.

**SOCIAL SHAKEUP:** While there is speculation that Elon Musk’s purchase of Twitter threatens to change its user base and standing as a major network, TikTok has solidified its place in pop culture. In fact, it is threatening to surpass the ‘Big Three’—Facebook, Twitter, and Instagram—having broken one billion active users in September of 2021 and most likely doubling that by the end of this year. With its short form nature, it is perfect for waning attention spans and high volume of content consumption. All signs point to continued growth over the coming year. As an ideal vehicle for music promotion, we can’t wait to see what new stars gain popularity on the platform in 2023.

**STREAM IT:** We are expecting the continued decline of radio, and the continued inflation of streaming prices. However, to combat the inflation, we are likely to see even more bundling of service subscriptions, giving consumers access to more for less when they opt into a package deal.

**META-MUSIC:** While NFTs stole the show, they’re not the only exciting tech developments. With new tech came new opportunities for creativity, commerce, and collaboration. Web3 has opened up a whole new world, or worlds, for music exploration, and although the mainstream is not on board yet, Steve Aoki and 3LAU have both taken the leap into the metaverse, finding ways to merge tech and music.


## STORM TRACKER

After 10 years of publishing this report, we’ve identified some powerhouse artists as they were on the verge of greatness, many of whom had massive breakout years in 2022. **Harry Styles** (STORM #2—One Direction) made quite the impression as an actor this year. From the press frenzy surrounding *Don’t Worry Darling* to massive sold out shows, Styles seemed to be everywhere. On top of his acting career and highly anticipated live shows, he held the record for the top selling album of 2022 with *Harry’s House*, until very recently when Taylor Swift’s *Midnights* took the crowning spot.

Plenty of our beloved alumni made waves in music as well, releasing new albums that provided a soundtrack for the last year. **Lizzo** (STORM #45) filled clubs, stores, and cars with the incredibly successful tracks from her fourth studio album *Special*. Sparking multiple TikTok trends, 7 Grammy Nominations, and reaching number 1 on Billboard’s Hot 100, Lizzo once again brought us some of the most popular songs of the summer. **Billie Eilish** (STORM #41) embarked on the *Happier Than Ever* Tour, taking her second studio album to venues around the world. **Omar Apollo** (STORM #60) burst onto the mainstream scene, drawing editorial praise on his album *Ivory* and charting on Billboard’s Hot 100 for the first time.

STORM Report Alumni also swept the Grammy nominations this year, with a whopping 42 nominees. Some of our favorites include **Anderson .Paak** (STORM #34) with three nominations, **Doja Cat** (STORM #23) with four nominations, and **Wet Leg** (STORM #78) also with 4 nominations. **Brent Faiyaz** (STORM #57), **Amy Allen** (STORM #70), **Anitta** (STORM #50), **A Boogie Wit da Hoodie** (STORM #55), **Charli XCX** (STORM #10), **City Girls** (STORM #75), **Dua Lipa** (STORM #39), **Ella Mai** (STORM #46), **FKA Twigs** (STORM #21), **Kehlani** (STORM #24), **King Princess** (STORM #56), **Lizzo** (STORM #45), and **Orville Peck** (STORM #66) all go head to head for Songwriter of the Year, Non-Classical.

Looking forward into the next year, we’re thrilled to watch our talented alumni walk the red carpet, and hopefully head home with the coveted Grammy award.

With such an incredible year in music and its surrounding fields, we can’t wait for the New Year! After a couple years of forced evolution and even some stagnation, we are ready for whatever the future holds. 

# STORM TRACKER

Tracking Our STORM Report Alumni!

## CHECK OUT

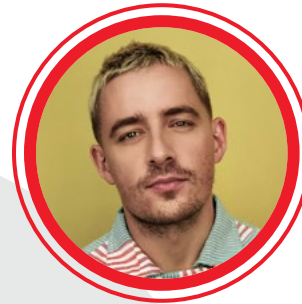
this issue's carefully curated playlists by clicking below:



### GOTYE

(STORM No. 28)

STORM Alumn Gotye just hit another major milestone. The 42-year-old Belgian musician has reached 2 BILLION views on YouTube for his 11-year-old smash-hit music video "Somebody That I Used to Know," featuring art-pop artist Kimbra. While the video may be a simple concept, the message of the song goes deep and helped define the 2010s music scene. The song topped the Billboard Hot 100 for eight consecutive weeks from April to June 2012. It went on to win Grammys for record of the year and best pop duo/group performance, while Gotye's Making Mirrors album won as best alternative music album.



### DERMOT KENNEDY

(STORM No. 56)

Dermot Kennedy was interviewed by Billboard recently and spoke about his latest album release, "Sonder," and his musical journey so far. Dermot mentions, "I found the word 'sonder' a few years ago, the meaning being just the awareness that everybody is living a life just as important and as complex as your own." During the process of his new album, he tried to "unlock the same honesty and power of a feeling" as his debut record. You can now listen to his new album "Sonder" on all streaming services.



### CAROLINE POLACHEK

(STORM No. 68)

Wide Awake Festival has announced a second wave of acts for its 2023 edition, including Caroline Polachek who will headline the one-day event. She'll be joined by Daniel Avery (live), Shygirl, Coucou Chloe, Blondeshell, Jockstrap and Joy Orbison. Winner of the Best Small Festival award at the BandLab NME Awards 2022, Wide Awake Festival will return to Brockwell Park in south London on Saturday, May 27. Organisers last month confirmed the first artists for Wide Awake '23, including Ty Segall, Osees, A Place To Bury Strangers and Erol Alkan.



### SHYGIRL

(STORM No. 78)

Shygirl recently released her debut album, "Nymph," last month and now has announced an upcoming world tour. The tour will take Shygirl through South America, Europe, Australia, and the United Kingdom before touching down in North America, with dates in major markets including Los Angeles, New York, San Francisco, Toronto, and Miami. "Nymph" is Shygirl's first full-length album following a series of early EPs that include "Cruel Practice" and "Alias."



## STORM FORECAST

Events And Happenings For Your Radar

### NETFLIX AND (AVOID THE) CHILL: HOLIDAY EDITION

*December 2022*

As December gets colder and you look for more to do inside, we've got you covered with some of the most exciting new movies coming to Netflix. First off is Guillermo del Toro's a new stop-motion animated adaptation of "Pinocchio." Coming to Netflix on December 9th, the movie features a huge voice cast, including Ewan McGregor, Christoph Waltz, Ron Perlman, and more. Perhaps one of the most anticipated films is the sequel "Knives Out: The Glass Onion" which will receive its long-awaited premiere on the streaming platform on December 23rd. Finally, Greta Gerwig and Adam Driver reunite for another Noah Baumbach collaboration after the fruits of 2012's "Frances Ha," with "White Noise" releasing on December 30. With its all-star cast and it being an apocalyptic comedy, we have all the assurances we need that this will be one of the standout Netflix originals of the year.

### LA3C FESTIVAL

*December 10-12 (Los Angeles)*

LA3C is a two-day music, art and food festival celebrating the rich culture and immense creativity of Los Angeles. From headlining musical talent and iconic art installations, to food and flavors that represent the diverse palate of the city, LA3C will be brimming with buzz-worthy entertainment and fun-filled experiences. The LA3C performance lineup features Maluma and Megan Thee Stallion as headliners, plus K-Pop stage-breakers Seventeen and LA music icon Snoop Dogg. This year's event will be held at the LA State Historic Park.

### ART BASEL MIAMI

*December 1-3 (Miami)*

Art Basel Miami Beach, said to be North America's most comprehensive international contemporary art fair, celebrates its 20th anniversary December 1-3, 2022 with its largest show to date. Thousands of art dealers, artists, collectors and art aficionados will enjoy modern and contemporary art from 283 galleries from 38 countries. Art Basel Miami Beach is one of only four Art Basel fairs in the world; the others are in Hong Kong, Paris and the founding fair in Basel, Switzerland. The huge Miami Beach Convention Center is divided into sections, each with its own curatorial focus: 213 top galleries, 19 solo exhibitions, Nova will showcase 22 presentations from 23 galleries, and many more.

### IT'S BEGINNING TO SOUND A LOT LIKE CHRISTMAS

*December 2022*

With Christmas just around the corner, Alicia Keys' has released a Christmas album for us titled, "Santa Baby," featuring a soulful, raw, and fresh reimagining of seven beloved holiday classics as well as four original songs written by Keys. And if you want more of a Pop Christmas vibe, the Backstreet Boys are back (all right!) with their first ever holiday album, "A Very Backstreet Christmas." This is the group's first-ever Christmas album, and you can get a limited edition red-vinyl version through their official store. And of course, if you want the classics, you can always turn to Mariah Carey's "Merry Christmas" album. She may not have won the official trademark, but she will always be the Queen of Christmas to us!

### CES 2023: WHAT HAPPENS IN VEGAS

*January 5-8, 2023*

CES® is the most influential tech event in the world – the proving ground for breakthrough technologies and global innovators. This year's event will shine a spotlight on how technology helps people tackle the world's most pressing problems. Human Security for All will be a theme throughout the show, from conference programming to keynotes highlighting innovation and products improving the lives of people around the world. Sustainability, digital health, metaverse, electric vehicles, transportation and mobility will have a commanding presence at the show.




# STORM WARNING

The 20 Artists On Our Radar


## 1 NEW WEST

 83K  5.9M

### ICON KEY


 YouTube

 Spotify

 Instagram

 TikTok

 Genre

 Similar Artists

 Label

 42K  5K  R&B/Soul, Alternative  The Weeknd, Oasis  Independent

New West is a Toronto-based music collective formed in 2017. The group is comprised of four like-minded songwriters and instrumentalists from varying notable studio production and musical backgrounds: Kala Wita, Vella, Ben Key and Noel West. All music released by New West is written and performed by all four members. It is this characteristic that defines them as a collective and separates them from other artists and bands. The New West sound is comprised of a wide pallet of sonic inspirations but drawing primarily from British acts such as Oasis, Coldplay, The Rolling Stones, The Beatles and Toronto artists such as The Weeknd and Daniel Caesar. Their songs emanate themes of nostalgia, infatuation, heartbreak and self-awareness with a focus on songwriting and lyricism. Photo by Noel West ©2022





2

## MEGAN MORONEY

📸 196K 🎵 415K 🎶 Country

🎧 Kacey Musgraves, Ingrid Andress

📍 Independent

Born and raised in Georgia, Megan Moroney is one of Nashville's most exciting up and coming artists. Megan grew up in a musical household heavily influenced by legendary songwriters in classic country, southern rock, and americana. In September 2022, Moroney self-released her single, "Tennessee Orange", which has garnered 4.9 million U.S. streams and 1,000 downloads. With the rise of herself debut single, Moroney is currently on the road with Warren Zeiders and Kameron Marlowe.

Photo by Alex Harp ©2022

📺 3.65K 🎧 2.3M



### 3 LANDON CONRATH

📷 5.5K 🎵 5K 🎧 Alternative, Indie Pop

🔗 Dayglow, lovelytheband 📶 Nettwerk

Minneapolis songwriter, producer, and multi-instrumentalist Landon Conrath found his voice almost by accident. A drummer by trade, Conrath spent his formative years keeping the beat in bands rather than fronting them. Since making his debut in 2020, Conrath's distinctive brand of hook-laden indie-pop has seen him become a viral sensation on Spotify landing on influential playlists virtually overnight. Landon recently released his album, *Nothing Matters Anyway* that features his single, "Trader Joe's".

Photo by Sawyer Brice ©2022

📺 1K 📶 825K





## 4 HOLDEN MILLER

500 732K

4.1K 46K Pop Saint Motel, Alexander 23 Independent

Based in Los Angeles with roots in New York, Holden surrounds himself with a community of creators as likely to be found at house shows as they are to be playing sold-out iconic venues. Raised on the classic rock of the 1960s and '70s, Holden is the nexus of genre staples like Jack Johnson and Jason Isbell, intersected with more modern iterations like Alexander23 or Adam Melchor. Holden is able to push the boundaries of what a contemporary singer-songwriter can look like: through broad, often impressionistic interpretations of anxiety, the passage of time, and love and heartbreak, his music finds a way to resonate with a wide audience even beyond his own demographic. As his quickly growing fanbase continues to expand, thanks in part to an organic following on TikTok of people addicted to his covers and the samples of his songwriting shared on the platform, Holden is eager to continue sharing his craft with the world. Photo by Natalie Benschmuel ©2022



# 5 BRITTON

📷 63K 🎵 1.1M 🎶 Pop, Dance

🎧 Dua Lipa, Dove Cameron

🎧 Independent

Ashlee Britton Robinson, also known as Britton, showcases her thoughts, fears, dreams, and emotions through her lyrics in her music. Britton is a singer, and songwriter, who began to share her story at a young age. This past October, Britton released her single, "HAUNTED" which has garnered over 100k Spotify followers. We're definitely excited to see what the new year has to bring for this amazing singer, songwriter.

Photo provided by management ©2022

🎥 70K 🎧 532K





📷 37K 🎵 4.9K 🎧 Indie-Pop

📍 Maggie Rogers, Alvays

🎧 Tiny Kingdom

Haley Blais is a Vancouver based singer-songwriter and musician. Haley has been DIY-ing it since 2014, turning out song after song of defiant scream-into-your-pillow bedroom pop anthems recorded in her actual bedroom. *Below the Salt*, the debut studio LP from the up and comer, is a coming of age story that recognizes that there is no real 'coming of age.' Featuring production from indie favourites Tennis (Alaina Moore and Patrick Riley) and fellow Vancouver artist Louise Burns, Haley's signature sound has matured into a distinct new voice. Her lyrics riff on the joys and banalities of the everyday, on the need to break apart and away from an uninspiring life, on radical acceptance, and manifesting a world where you feel proud of yourself and who you're surrounded by.

Photo by Caity Krone ©2022

## 6 HALEY BLAIS

📺 168K 🎧 293K

"Canada's  
nostalgia pop  
queen."  
—i-D



## 7 CAROL ADES

📷 35K 🎵 19.5K 🎶 Indie-Pop

🎧 FLETCHER, Soccer Mommy

🎧 Independent

Carol Ades has been dominating as a songwriter for the likes of pop all-stars Demi Lovato, Ava Max and Selena Gomez—and now she's focusing on her solo career. The New Jersey-born and Los Angeles-based artist, singer, and songwriter wants to empower you, but she's going to keep it real. Under the influence of everything from the series *Fleabag*, *Greta Gerwig*, *Elizabeth Gilbert*, and *Glennon Doyle* to *Japanese House*, *MUNA*, and *Phoebe Bridgers*, she began to write her own "coming of age" story.

Photo by Working Holiday ©2022

📺 1.3K 🎧 211K



## 8 JAMIE FINE

📷 25K 🎵 265K 🎶 R&B/Soul, Pop

🎧 Marc E. Bassy, Kehlani 🎧 Universal Music

Jamie Fine's music might be the only thing that's as lively as her personality. In addition to listening to Black Eyed Peas, and Nickelback, she loved hip-hop, spinning old school J. Cole on repeat in between performing at multicultural shows in high school. She opted to attend culinary school instead of university and launched her own catering business upon graduating. Following a creative awakening, she chose to quit the business and pursue music full-time in 2017. She reached platinum heights in the duo Elijah Woods x Jamie Fine, scoring a series of smashes in Canada. 2020 saw her step out solo and craft a signature style of her own. Now, she properly introduces herself on a series of singles and her forthcoming debut EP for Universal Music Canada, beginning with "Confessions."

Photo by Siamak Abrishami ©2022

📺 5.2K 🎧 194K





# 9 1TBSP

📷 1.1K 🎵 N/A 🎧 Indie-House

🎧 Fred Again..., Four Tet

🎧 sumoclic

1tbsp is an indie-house project from Australian artist Maxwell Byrne (aka Golden Vessel) which has a sound that can be likened to a mix between Fred Again..., Mall Grab and Four Tet. A few weeks ago Maxwell gave us an invigorating new single titled "Joan" which was also the first taste of an upcoming five-track ep of the same name. That ep is schedule for release in December and he's already released another track called, "2007". "2007" is available everywhere now via sumoclic and stay tuned for more new music coming from 1tbsp very soon.

Photo provided by management  
©2022

🎥 360 🎧 134K

"it is set to be an outlet for a refreshing flavor of electronic and house music."  
—EARMILK





JENNIFER'S  
TOP PICK!

**10** SU LEE

200K 125K

41K 9K Pop Sofi Tukker, BENEÉ Independent  
Su Lee began her career in a humble 10x10 box room in Seoul, Korea. In 2020 she crashed onto the scene with her song and video for "I'll Just Dance". The video, subtitled "What My Mental Breakdown Sounds Like", shot to 30,000 upvotes on Reddit and 750,000 views on YouTube in the first month, resonating with an audience who had been stuck inside during the Covid-19 pandemic. Both the song and video were 100% created by Su and showcase her quirky and honest style. In August 2021 Su released her self-produced "Box Room Dreams" EP which traces a year of isolation and creation from her tiny room. Now in 2022 Su has released her debut album, *Messy Sexy*, a process that has taken her well beyond the walls of her box room to the creative hub of Los Angeles. Photo by Sela Shiloni ©2022

4.5K 1.4K Pop The Japanese House, Cannons Tone Tree Music  
By combining honest storytelling with dreamy pop melodies, Abigail Osborn creates the perfect coming-of-age soundtrack. With influences stemming from MUNA and The Aces to Sasha Sloan and the Japanese House, she leaves you with melodic indie-pop that is sure to stay stuck in your head. She hopes you can find a piece of yourself in each song she plays and story she tells. Photo by Jordan Merrigan ©2022



**11** ABIGAIL OSBORN

182 117K



▶ 1.75K 🎧 67K

# 12 ENUMCLAW

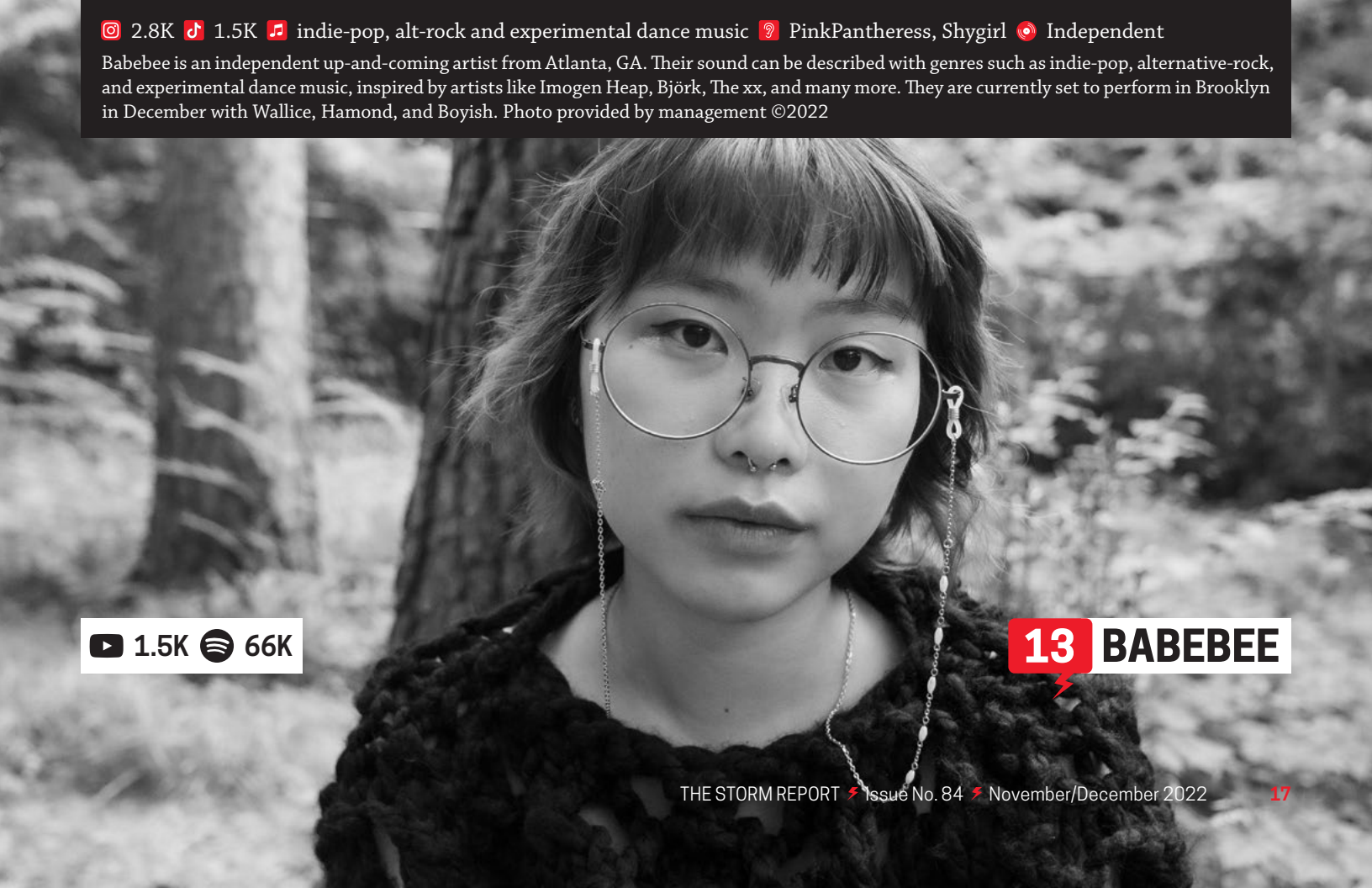
**AVA & EMMA'S TOP PICK!**

“Seattle rockers with the swagger and self-confidence of peak Britpop”  
—NME



📷 10K 🎵 254 🎸 Indie, Rock 📍 Kings of Leon, Nirvana 🎧 Luminelle Records  
Enumclaw call themselves the best band since Oasis. They met at a small-town karaoke night, are taking to the role as one of America’s most exciting bands with commanding ease. Following their critically-acclaimed debut EP “Jimbo Demo” and 2022 single “2002”, Enumclaw have released their highly-anticipated debut album *Save the Baby*. produced by Gabe Wax (Soccer Mommy, Adrienne Lenker, Fleet Foxes). Photo by Colin Matsui ©2022

📷 2.8K 🎵 1.5K 🎸 indie-pop, alt-rock and experimental dance music 📍 PinkPantheress, Shygirl 🎧 Independent  
Babebee is an independent up-and-coming artist from Atlanta, GA. Their sound can be described with genres such as indie-pop, alternative-rock, and experimental dance music, inspired by artists like Imogen Heap, Björk, The xx, and many more. They are currently set to perform in Brooklyn in December with Wallace, Hamond, and Boyish. Photo provided by management ©2022



▶ 1.5K 🎧 66K

# 13 BABEBEE



# 14 HIGHWAY

8K 59K

25K N/A Hip-Hop/Rap Future, Lil Tjay Victor Victor Worldwide/Geffen Records

Seattle Native, Highway, might be a fresh face to some, but his resume boasts his time as an in-demand producer. As a beatmaker, he reached a certain level of achievement with his work, and then turned his attention to refining his rap ability. It didn't take long for Highway to realize that he belonged behind the mic. The multi hyphenate major-label mixtape debut showcases an artist firmly tapped into the cultural zeitgeist, with the songwriting and production chops to make the work entirely his own. It's no wonder he has nabbed cosigns from folks like Billboard-charting producer Jetson, producer and recording artist Ye Ali, Nick Mira of Internet Money, and indie auteur Sango. Already one of the breakout stars of 2022, Highway's, "Living Like That" EP solidifies him as one of the most exciting new voices in the rap game. Photo by Cyris Filoteo ©2022





**15** EMERYLD

1.6K 58K

13.7K 2.7K R&B/Soul Jessie Reyez, Kiana Ledé Neon Gold Records

Emeryld projects truth and love as loudly as possible in her music. The Texas raised singer, songwriter, and genre alchemist speaks her mind over a canvas of sparkling alternative, unpredictable rock, lush pop, and rich R&B stitched together with soulfully evocative and ethereal vocals. Inspired by the likes of Pat Benatar, Heart, Lady Gaga, and Marvin Gaye, that exploration started in earnest at age fourteen when she performed at SXSW for the first time. By 2019, she found herself captivating crowds at local hotspots as she released her Young EP highlighted by “Cellophane” and “Hope You’re Happy” feat. EARTHGANG. The project notably racked up 4 million Spotify streams and counting. She maintained her momentum in 2020 with “97 gold infiniti.” Emeryld’s latest release, “Scandal” will be featured on a forthcoming new EP via Neon Gold, and follows the summer’s “Bombs Away” single. Photo by Andy Madeleine ©2022



# 16 PHOEBE AXA

📷 2.7K 🎵 6.3K

🎵 Alternative, Indie-pop

🎧 Hayley Kiyoko, Kate Bush 🎧 AWAL

Phoebe Axax is a rising singer-songwriter from London who, at just 21, has already played a sold-out headline show at Omeara, as well as sets at Latitude and Live at Leeds. Discovered while at Latitude festival with her friends, her spontaneous open mic performance at the BBC Introducing tent was so impressive they invited her to play on their stage the following day, which led her to meet her team at Massive Management, secure a publishing deal with Kobalt Music and sign to AWAL Recordings. In September 2022, Phoebe released her EP "Panic" which garnered over 200k streams.

Photo provided by management ©2022

📺 387 📶 44K





1.2K 23K

17 CLEA

"This highly talented artist continually creates breathtaking music that holds personal significance and expresses her creative flair and passion."

—Purple Sneakers

5.2K N/A Indie, Pop Bat For Lashes, Laura Marling Dew Process

Ethereal multidisciplinary artist Clea has released a brand-new single and video, "Listen Up", the first song from a forthcoming new album, set for release in 2023. You will either find yourself in a state of bliss or existential questioning upon listening to her self-described 'mantra pop.' Clea looks forward to showing you more of her world in the near future. Photo provided by Jack Birtles ©2022



# 18 ALLY SALORT

Instagram 34K | TikTok 333K | Spotify Pop

Ariana Grande, Halsey

Geffen Records

Born and raised in New Jersey, moved to LA, Ally Salort plays guitar and was in a band during Junior High. Ally was discovered by producer Andrew "Pop" Wansel via her YouTube singing a cover of Ariana Grande's song "Imagine" written by Pop. She took trips to LA on school holidays with her mom, jumping into the studio with Pop whenever he had a break between sessions. She recently dropped her first 2 songs "Stranger Things" & "You'll Never Notice" both which she co-wrote alongside Pop. Currently Ally is working on her first full length EP co-writing a majority of her songs alongside Pop.

Photo by Adam Victor Martin ©2022

YouTube 417K | Spotify 21K

JULIA'S  
TOP PICK!



 N/A  20.5K**19** EVA GADD 1.4K  193  R&B/Soul  Jorja Smith, Biig Piig  Blue Adventure

Distinctive Neo Soul-Jazz singer Eva Gadd, who recently graduated with a First-Class Honours Degree in BA Popular Music from Falmouth University, is taking the music industry by storm. Her debut single “Breathing” is co-written and produced by Blue Lab Beats and finds Eva’s delicate vocal tones floating over a jazztronica groove that’s impossible not to move to. Eva’s songs have been played on BBC Radio Devon & Cornwall, she gave the BBC an exclusive live session during Lockdown, and appeared at the Airwaves Festival. Photo by Kemka Ajoku ©2022

 N/A  16.2K**20** MEKEL 590  2.6K  Pop  Billie Eilish, Clairo  Independent

‘mekel’ is the artist name and birth name of Mickey Green, a singer-songwriter known for her ability to weave heavy-hearted lyrics into hard-hitting bass-driven bops that will have you blowing your speakers. The now Montreal-based artist began her career recording covers in her parents’ walk-in closet, quickly developing into a precocious & inventive songwriter infusing traditionally melancholy themes with intricate wordplay, 808’s and ethereal harmonies. mekel’s latest release, “HOUSEPARTY” has been fans favorite track and has garnered her over 10k listeners on Spotify. You also don’t want to miss her new track, “DROOLING” dropping November 25th. Photo by Kemka Ajoku ©2022



Thanks for reading! See you next month.



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