

**The Global Beat: Music Market
Trends that Transcend Borders**

Luh Tyler
Alex Warren
Gia Margaret
NASAYA
...and more!

**Your Monthly
Music Forecast!**

 memBrain

STORM REPORT

ISSUE NO. 91
JULY 2023



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*Our signature countdown of 20 buzzworthy
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ON THE COVER

TIA TIA. Photo by Prince & Jacob ©2023

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.

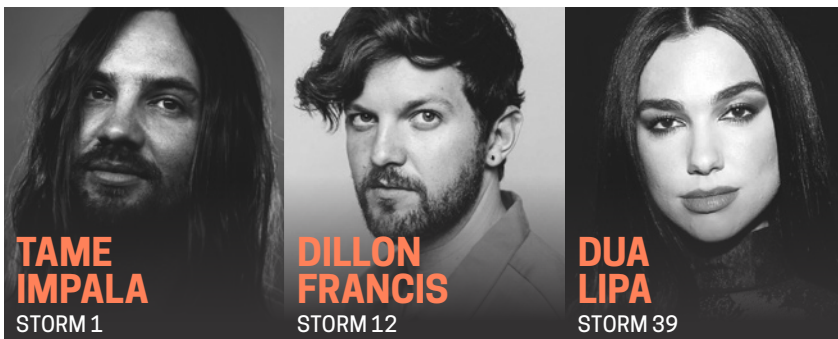
How do we rank?

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.

STORM ALUMNI



LETTER FROM THE EDITOR

Welcome to the new edition of the memBrain STORM Report.

Our feature this month is a deep dive into the global soundscape. From the explosive growth of K-Pop and Latin music to the exciting emergence of African beats on the global stage, music today knows no borders.

As we delve into these trends, we also recognize the crucial role technology plays. Through streaming services and social media, international music styles reach far and wide, creating a shared global soundtrack that echoes from Seoul to Santiago, Lagos to Los Angeles.

Thank you for joining us on this exploration. Here's to the power of music, and technology, in uniting us all.

Enjoy!



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

STORM STAFF

Jennifer Sullivan
Editor-in-Chief

Grace Slansky
Assistant Editor

Ava Blanchette
Mikayla Knight
Julia Ross
Writing and Research

Robert Roxby
Designer

EYE OF THE STORM

Brazilian pop superstar Anitta was featured on our cover in January 2021. Photo by Sam Massey ©2020

THE GLOBAL BEAT

Music Market Trends that Transcend Borders

By Mikayla Knight and Grace Slansky

In an era defined by increasing interconnectedness, popular music has become a beacon of unity, shaping the cultural contours of our shared global landscape. From every corner of the planet, fan communities bear testament to the fact that music transcends traditional boundaries. It serves as a medium for exchange, a catalyst of community building, and a bridge spanning our many cultures. Despite our differences, we all speak the same universal language of shared human experience.

Each year, countries around the world (most notably Australia, Canada, Iceland, UK, and Germany) send emerging artists to South by Southwest (SXSW). For international artists, it's an exciting opportunity to explore and draw inspiration from a diverse musical landscape. For memBrain, SXSW serves as an annual passport to the world of music, an opportunity to experience the pulse of international sounds and stories first-hand.

But for those who can't make it to SXSW or take a trip around the world, the rise of online streaming and social media has played a prominent and unprecedented role in the dissemination of music globally, which makes crossing geographical borderlines instantaneous. Listeners can discover and enjoy music from different parts of the world with ease, broadening their musical horizons and allowing for cross-pollination of musical ideas and culture. Social media has also allowed artists and fans to interact directly, creating an avenue for fans to feel included in artists' lives and fostering a sense of connection and shared experiences across a global community united around music.

In this month's "Eye of the STORM," we explore the world's most popular emerging international music markets and unpack some of the secrets of their success. Bon voyage!

Korea

Pop music's globalization has facilitated the fusion of diverse musical styles and cultural influences. Artists now draw inspiration from a wider variety of genres blending different cultural and musical influences in new ways. For example, K-pop, or Korean Pop Music, has garnered immense popularity worldwide since the creation of the contemporary genre in April 1992 when **Seo Taiji and Boys** made their debut. Though the genre has been spreading worldwide since the early 2000s, K-pop took an unprecedented leap forward in the global music industry in the summer of 2012 with **Psy's** megahit success, "Gangnam Style."

Since then, over the past decade, the global music industry has witnessed an extraordinary phenomenon - the rise of **BTS**. The South Korean boy band, consisting of members, Kim Namjoon (Rap Monster), Kim Seokjin (Jin), Min Yoongi (Suga/**Agust D**), Jung Hoseok (J-hope), Park Jimin (Jimin), Kim Taehyung (V), Jeon Jungkook (Jungkook), has successfully transcended cultural and linguistic barriers to become a prominent force in the American music scene.

The global rise of K-pop can be attributed to a combination of government support of the genre as a geopolitical cultural export, meticulous strategic planning and execution by entertainment agencies, and of course the rise of social media. Social platforms have presented K-pop, and other international music industries, with an abundance of opportunities to expand their global appeal. By leveraging the power of social media, K-pop has effectively reached and captivated a diverse and widespread audience, confirming its position as a global music phenomenon. At the time of writing this, the hashtag "#kpop" has 402.3 billion views on TikTok.

The success of K-pop is a point of pride and demonstrates the resilience of Korean culture in the wake of decades of war. In a recent interview in *El Pais*, Kim Nam-joon spoke to how hard it is for outsiders to understand how Korea's history of colonial violence continues to impact the culture. "Korea is a country that has been invaded, razed to the ground, torn in two. Just 70 years ago, there was nothing. We were getting aid from the IMF and the UN. But now, the whole world is looking at Korea. How is that possible? How did that happen? Well, because people try so f*cking hard to better themselves."

Japan

While not as meteoric as the rise of K-pop, J-Pop is undeniably finding its place in the global music market. In November 2022 boy band **Travis Japan** became the first Japanese act with a debut single to break into the top 5 of the Global Excluding U.S. Chart in November 2022. And more broadly speaking, according to Luminate

Data, the top 10 streamed J-Pop acts globally earned a total of 17.3 Billion On Demand Total (audio and video) streams in 2022. Known for upbeat tempos, catchy beats, and Anime/Manga influence, the genre is primed to reach historic levels of engagement in the US.

The history of the J-Pop industry dates back to the 1960s when Japan experienced its own musical revolution known as the "Group Sounds" era. Artists like **The Tigers** and **The Spiders** gained immense popularity, paving the way for the future development of J-Pop. In the 1970s and 1980s, the emergence of idols, such as **Seiko Matsuda** and **Akina Nakamori**, captivated audiences. These idols became cultural icons, laying the groundwork for the idol phenomenon that remains a prominent feature of J-Pop today.

In the 1990s, J-Pop's influence began to extend beyond Japan's borders. The rise of anime and manga fandom in the West introduced a broader audience to the distinct sounds and visuals of J-Pop. This was increasingly amplified by the success of J-Pop acts like **Hikaru Utada**, who achieved international recognition with her debut album "First Love." Utada's bilingual releases and collaborations with Western artists showcased the cross-cultural appeal of J-Pop.

One of the things that's most interesting about the J-Pop phenomenon is the incredibly powerful fanbase. According to Luminate Data's U.S. Artist & Genre Tracker, J-Pop fans are +135% more likely than K-Pop fans, and +235% more likely than average U.S. Music Listeners to say they will purchase NFTs in the next 6 months. With artists like **YOASOBI**, **Ado**, and **Yuuri** rallying their fans around new releases, J-Pop is sure to be an increasingly popular topic in the global music conversation.

Europe

The global journey of European music, particularly its infiltration into the American music scene (and subsequently, the music of the world), arguably began in earnest with the British Invasion of the 1960s. Bands like **The Beatles**, **The Rolling Stones**, and **The Who** stormed the US charts, introducing a unique sound that was distinctly British yet universally appealing.

But the British Invasion was only the beginning of the lasting impact of European music on the global stage. Artists from across the continent, from the electronic pioneers of Germany to the soulful chanteuses of France and the innovative pop icons of Sweden, have continuously enriched and diversified the global music palette. Eurovision's consistent unveiling of new talent (most notably **ABBA-1974**, **Celine Dion-1988**, and **Måneskin-2021**), the global reach of European music festivals like **Tomorrowland** and **Glastonbury**, and the increasing accessibility of international music through digital platforms have further propelled European music into the world's consciousness.

Latin America

Latin music as we know it today has also undergone a remarkable evolution. While the genre has always held a prominent place in Latin American culture, it gained unprecedented international recognition in recent years. Artists like **Ricky Martin**, **Shakira**, and **Enrique Iglesias** played crucial roles in popularizing Latin pop in the late 1990s and early 2000s. However, it was the emergence of megastars **Bad Bunny** and **J Balvin** that marked a significant turning point, ushering in a new era of Latin pop with his unique blend of reggaeton, trap, and urban influences.

Puerto Rico-born, Bad Bunny AKA Benito Antonio Martínez Ocasio, has become a household name to many in the United States. With global hits such as “DÁKITI,” “Me Porto Bonito,” and “Tití Me Preguntó,” Bad Bunny’s music has amassed billions of streams, demonstrating the global appeal of Latin pop and solidifying his position as an international cultural icon. The new generation of Latin pop artists including **Rauw Alejandro**, and **STORM Alumni Karol G** and **Anitta** are making waves in the global music industry as they continue to develop on the genre-bending expanse of Latin music. Rooted in Afro-Caribbean musical histories the genre of Reggaeton is in itself a story of diaspora and migration.

The numbers simply do not lie. Revenue for Latin music grew about 24 percent from 2021, significantly outpacing the 6 percent growth the global recording industry overall saw last year, according to the RIAA. Latin music now makes up nearly 7 percent of market share for the entire U.S. market, up from 6 percent last year. In fact, in 2022, Latin music revenue in the U.S. surpassed \$1 Billion for the first time ever!

SWANA

In South West Asia and North Africa, also known as the SWANA region, there is also a groundswell of music resonating with a global audience. According to the Global Music Report 2022 by the International

INTERNATIONAL MUSIC EXPORT BODIES

These organizations typically provide resources, funding, and opportunities for local artists to reach a global audience.

Europe:

- British Phonographic Industry (BPI), United Kingdom
- Bureau Export, France
- Dutch Music Export, Netherlands
- Export Music Sweden, Sweden
- Flanders Music Centre, Belgium
- Initiative Musik, Germany
- Music Export Denmark (MXD), Denmark
- Music Finland, Finland
- Music Norway, Norway
- Sounds from Spain, Spain

North America:

- BreakoutWest
- Canadian Independent Music Association (CIMA), Canada
- Canada Council for the Artist
- FACTOR

Oceania:

- Sounds Australia, Australia
- Outward Sound, New Zealand

Asia:

- Korea Creative Content Agency (KOCCA), South Korea
- Taiwan Beats, Taiwan
- South America:
- Brasil Music Exchange, Brazil
- ProChile, Chile



Federation of the Phonographic Industry, the SWANA region has experienced a 35 percent growth in music revenues in 2021 making it the world’s top-growing territory of that year. This has come to fruition partly from a larger regional push by major music companies in addition to the continued rise of streaming consumption.

The SWANA region has a long history of music, deeply rooted in traditional and folk genres. However, in recent years, the region has witnessed an exciting wave of contemporary music that blends traditional elements with modern styles, creating a unique sonic fusion. Artists from countries such as Egypt, Lebanon, Morocco, and Tunisia have propelled the industry to new heights. This genre showcases the diverse and rich musical heritage of Arab-speaking countries. The emergence of talented artists like **Manal**, **Samara**, **Felukah**, and **Bahjat** has played a pivotal role in shattering barriers and introducing audiences to a new era of Arab music.

From Moroccan artist, Manal, who has made significant strides in the Arab urban scene, singing in Arabic, English, and French, to Tunisian rapper Samara, artists from the SWANA region are using their platforms as a bold and unfiltered approach to society’s biggest issues. Egyptian artist Felukah has been dubbed by Forbes as the “Arab-futurist songstress,” seamlessly transitioning between English and Arabic, for a captivating fusion of cultures and Bahjat—another rising superstar of Arab-pop hailing from Libya—has made a significant impact on the global music scene with more than 50+ million on-demand streams, 150+ million YouTube views, and 600+ million Tik Tok views.

As Arab-pop and SWANA-based artists continue to gain momentum, we can expect more groundbreaking collaborations, innovative sounds, and empowering storytelling that amplify the genre’s place in the international music landscape.

West Africa

In recent years, the infectious sounds of Afrobeat music have taken the United States music market and the global music industry by storm. One of the leading figures in this movement is **Wizkid**, a Nigerian singer and songwriter. With his undeniable talent and infectious hits like “Holla at Your Boy” and “Come Closer” featuring Drake, Wizkid has risen to become one of the biggest and most influential African artists of all time. His collaboration with Drake on “One Dance” marked a milestone for Afrobeat music, reaching number one on the US Billboard Hot 100 and breaking records along the way.

Another West African artist who has made waves in the global music scene is **Burna Boy**. Also hailing from Nigeria, Burna Boy’s unique style and powerful storytelling have reached audiences worldwide. His albums “African Giant” and “Twice as Tall” have garnered critical acclaim and commercial success. With accolades like winning Best World Music Album at the Grammy Awards and being named Best International Act at the BET Awards, Burna Boy’s impact on the music industry cannot be overlooked. His 2022 album release, “Love, Damini,” achieved unprecedented success, debuting on the Billboard 200 chart and illustrating his status as an international star.

The rise of Afrobeat music is not limited to established artists but also includes promising newcomers like STORM Cover Artist **CKay** (STORM 74). This Nigerian singer, songwriter, and producer experienced a breakthrough with his viral hit “Love Nwantiti.” The remix featuring **Joeboy** and **Kuami Eugene** propelled CKay to international recognition, reaching the Billboard Hot 100

and topping charts in various countries. With a fusion of R&B, Afrobeat, and dancehall, CKay’s music showcases the diversity and richness of West African music. His debut album, “Sad Romance,” further solidified his status as an emerging force in the industry, featuring collaborations with notable artists like **Davido** and Storm alum **Ayra Starr** (STORM 7).

As Afrobeat continues to make its mark on the global stage, we can expect to see more groundbreaking artists and memorable hits that cement its place in the music industry.

The world is finally starting to discover the beauty of international music, complete with blending genres and influences. **HYBE America’s** recent strategic acquisitions speak volumes to this. Helmed by industry veteran Scooter Braun, they have raised \$380 million “to fund acquisitions in the US and expand its business beyond K-pop.” With plays for Latin music, Afrobeat, and their recent acquisition of Quality Control, it is undeniable that the HYBE empire endeavors to be globally diverse.

The rise of these regional music industries has not only enriched global music culture, but it has also driven significant revenue growth. Major music companies are recognizing the potential and actively pursuing opportunities in these markets. The recognition and support of these diverse genres signify a global revolution in the music industry, where blending genres and influences has become the norm. The music industry’s future lies in embracing these cultural intersections, amplifying underrepresented voices, and celebrating the richness of musical traditions from around the world.



For more information about us, visit memBrainllc.com.

CHECK OUT

this issue's carefully curated playlists by clicking below:

 YouTube

 Spotify

STORM TRACKER

Tracking Our STORM Report Alumni!



METRO BOOMIN
(STORM No. 51)

STORM Alum **Metro Boomin** is the talk of the town for the *Spider-Man: Across the Spider-Verse* soundtrack, helmed by the super-producer himself and featuring a myriad of hip-hop talents. The album debuted on the Billboard 200 albums chart at No. 5 earlier this month. Not only did he curate the successful soundtrack, but he had a brief cameo in the film too. Keep an ear out for his comedic one-liner!



PORTUGAL. THE MAN
(STORM No. 13)

On June 23rd, **Portugal. The Man** released their long-awaited ninth album *Chris Black Changed My Life* dedicated to the band's late friend and honorary member, Chris Black. After plenty of buzz surrounding the single "Dummy," released in May, fans are thrilled about the new music just in time for a series of select tour dates this summer.



MAGGIE ROGERS
(STORM No. 49)

Singer-songwriter **Maggie Rogers** is having a festival-filled summer, headlining spots at some of this year's biggest events. From Hinterland to Outside Lands fans are excited to see her live and on the main stage. Catch her on tour across the US, including spots at Lollapalooza and Austin City Limits.



POST MALONE
(STORM No. 30)

Post Malone is on a roll! *Twelve Carat Toothache*, the fourth studio album from the artist, arrived less than a year ago, but the musician is already ready to release something new. His self-titled album *Austin* drops on July 28th, featuring singles, "Chemical" and "Mourning."

STORM FORECAST

Events And Happenings For Your Radar

KCON LOS ANGELES

August 18 & 20, 2023 | Los Angeles, CA

KCON, the world's largest fan celebration of Korean culture and music, returns to Los Angeles with an incredible fan-centric lineup of K-Pop, K-Beauty, and K-Food experiences. With star-studded concerts, engaging panels, KCON-exclusive programs, an expo overflowing with innovative products, and artist engagements, attendees have the chance to meet and even hi-touch their favorite K-Pop stars. 2023 LA performers include CRAVITY, FIFTY FIFTY, EVERGLOW, and many more. Find memBrain and our partners at Muzlive on-site at this year's event in the [Kitbetter.com](https://www.kitbetter.com) booth!

EDINBURGH FRINGE FESTIVAL

August 4-August 28, 2023
Edinburgh, Scotland

Edinburgh Fringe is the world's largest performance arts festival. From August 4th to the 28th, Artists and performers from all over the world take to hundreds of stages all over the city and present shows for every taste. From big names in the world of entertainment to unknown artists looking to build their careers, the Fringe Festival caters to everyone and includes theatre, comedy, dance, physical theatre, circus, cabaret, children's shows, musicals, opera, music, spoken word, exhibitions and events. With many shows streaming this year, you can watch some of the most promising up-and-coming performances from the comfort of your living room!

MUST SEE TV

As we approach Fall, there are plenty of new shows across networks and streaming platforms. Next month, CBS debuts their brand new musical game show *Superfan*. Then, Disney's *Echo* has fans super stoked after hearing the *Hawkeye* spin-off announced during Marvel's SDCC showcase. NBC's *Found* shines a spotlight on the harrowing statistic that in any given year, more than 600,000 people are reported missing in the U.S. CBS's *The Never Game* stars Justin Hartley as Colter Shaw, a lone-wolf survivalist who roams the country as a "reward seeker," using his expert tracking skills.

SUMMER BLOCKBUSTERS

The season of Summer Blockbusters continues its march with an impressive lineup of August movie releases. On August 2nd, get ready for the *Teenage Mutant Ninja Turtles: Mutant Mayhem* featuring Seth Rogan and Jackie Chan. If you'd rather explore the ocean than the sewers, then check out *Meg 2: The Trench* coming out August 4th and starring Jason Statham. On August 18th, see Kevin Hart and Tiffany Haddish in *Back on the Strip* featuring some major Las Vegas glitz and glam.

1 LUH TYLER

STORM WARNING

The 20 Artists On Our Radar

ICON KEY

- YouTube
- Spotify
- Instagram
- TikTok
- Genre
- Similar Artists
- Label



264K 2.6M

767K 557K Hip-Hop/Rap Lil Uzi Vert, Playboi Carti Atlantic Records

Tallahassee's Luh Tyler has gained popularity for his breezy takes on Florida street rap, sometimes recorded directly into his phone. With music that is uncanny but natural, he brings magic to low-stakes tracks with punched-in lyrics over airy beats he finds on YouTube. Photo by Dill ©2023

2 ALEX WARREN

2.65M 1.3M



“Alex Warren’s story is one you’ll want to sit down for - and his music is everything and more.”
—People

📸 2.1M 🎵 15.8M 🎶 Pop 🎧 Lewis Capaldi, Ed Sheeran 🎧 Atlantic Records
California-born singer songwriter Alex Warren has shared his life with the internet for 11+ years, building an online community of 20M+ followers with his personal journey. Enduring physical, emotional, and spiritual abuse, surviving homelessness, and finding his purpose, his music is soulful and uplifting - turning his darkest moments into bold, brave, and bright anthems. Photo by Cameron Driskill ©2023

3 GIA MARGARET

24.1K 1M



17.9K 100 Alternative, Ambient, Electronic Julien Baker, AURORA Orindal, Dalliance, Jagjaguwar

Chicago singer/songwriter/producer Gia Margaret describes her music as “sleep rock.” It’s a genre all her own, combining elements of folk, shoegaze, slowcore, ambient electronica, and trip hop. Playful in its composition and arrangement, her latest release conjures the sublime themes of the Romantic poets—solitude in nature, nature’s ability to heal and to teach, and a sense of contented melancholy. Photo by Ash Dye ©2022

8.8K 483 Dance, Electronic ODESZA, Purity Ring Foreign Family Collective

NASAYA draws influence from the ethnically diverse culture of his homestead. Inspired by the breezy easy-going nature of the French island, jazz, dance music, pop, and even classic rock blend him into a genre-defying figure in modern music. NASAYA’s colorful sound draws in some of music’s finest tastemakers. Photo by Laurence Guenoun ©2021

4 NASAYA

3.8K 563K





5 VAARWELL

1.4K
503K

2.8K 512 Dance/Electronic Sylvan Esso, Fred again... Independent

The London-based electro pop duo Vaarwell met in high school and have been evolving their work together ever since. With a synchronicity that only comes from growing up together, chill beats roll over listeners in warm waves. Photo by Tomas Monteiro ©2022

49.9K N/A Pop The Avalanches, Lake Street Dive Independent

Since their formation in 2010, the vibrant New Delhi five-piece band Peter Cat Recording Co. has captivated a dedicated international fanbase. Their music effortlessly blends jazz, cabaret, indie, and psychedelia, resulting in a multi-layered sound that artfully fuses traditional Indian elements with a global perspective. Photo by William McCray Sutherland ©2023

6 PETER CAT RECORDING CO.

30.3K
349.9K



MIKAYLA'S
TOP PICK!

7 CHENAYDER

📷 24.7K 🎵 109K 🎶 R&B/Soul, Pop

🎧 Kali Uchis, The Marias 🎧 Alamo Records

Teenager Chenayder may be young, but her music draws heavily on the influences of '50s and '60s jazz and girl groups. The result is an effortless blend of pop foundations with modern sensibilities that rally young listeners around vintage-sounding melodies.

Photo provided by management ©2023

📺 20.3K 🎧 332K



8

AARON TAOS

21.8K

234K

24.7K 47K Alternative/Indie, Pop MGMT, Arctic Monkeys Independent

Aaron Taos is a talented singer-songwriter known for his captivating indie pop sound and introspective lyrics. His music seamlessly blends infectious melodies with thought-provoking themes, making him a rising star in the contemporary music scene. His sound has evolved, balancing his love of guitar-based indie rock with a romantic, electronic-tinged vibe. Photo by Lourenzo Smith ©2022

163K 350K Pop Julia Michaels, Olivia Rodrigo Independent

LA-based pop artist Casey Baer is raw, relatable, and honest, with lyrics that take listeners on a journey through heartbreak, personal challenges, and, ultimately, self-growth. Her tracks burst with soaring emotionality, rugged beats, tough pop-rock guitars, dreamy electro-pop textures, plaintive piano balladry, and personal revelation. Photo by Reset Your Eyes ©2023



9

CASEY BAER

4.6K

203K

10 SOFTEE

3.8K 2.6K

Pop

Robyn, Charli XCX

City Slang Records

Nina Grollman's moniker, Softee, isn't just a sardonic nod to the thrifty soft-serve giant, it's an earnest-sometimes painfully so- descriptor of the Brooklyn-based artist's approach to both love and music. Her work is a kaleidoscopic exploration of wrought emotion, in which Softee transforms her anxiety and unrest into urgently joyful, angsty queer pop.

Photo by Meghan Marshall ©2023

2.6K 131.8K



AVA'S
TOP PICK!

11 SEA LEMON

2.7K 64

Alternative/Indie, Pop

Soccer Mommy, Lucy Dacus

Luminelle Records

Sea Lemon, named for the acid-yellow sea slugs that populate the waters of the Puget Sound, is the project of Seattle native Natalie Lew. With a distinct blend of dream pop, shoegaze, and an undeniable nod to Seattle's grunge roots, Sea Lemon has created a world of intensity and fragility that's hard to overlook. The highly anticipated release of the band's upcoming EP is slated for late August. Photo by Eleanor Petry ©2023

252 104K



12 POSTCARD BOY

📷 21K 🎵 7.5K

🎵 Indie Pop

🎧 Luna Luna, Omar Apollo

🎧 Independent

With lyrics broad enough to resonate with the masses yet specific enough for individual listeners to identify with, Postcard Boy's music evokes nostalgia with ease. The San Diego-based multidisciplinary artist, born Garrett Seaman, documents the realities of adolescents with universal appeal. Photo by Gabriella Hughes ©2023

📺 6.7K 📶 89.7K

"The new generation of artists and creators is fueled by restlessness, but Postcard Boy has cultivated his audience through a boundless passion for creating, no matter the format."

—LA Times

13 NICOLE HAN

238K 47.5K

2.7K 11.6K Pop Taylor Swift, Halsey Independent

LA-based singer/songwriter nicole han spans honest, intimate songwriting and big, anthemic production. In the process of finding her sound, she fearlessly pushes the boundaries of what a “pop singer/songwriter” sounds like, incorporating dreamy synths and raw emotion. Photo by Nick Dybel ©2023

A portrait of Paris Bryant, a young Black man with short, curly hair, wearing a black leather jacket over a white t-shirt and a silver chain necklace. He is looking directly at the camera with a serious expression, and his right hand is raised in a 'stop' gesture, palm facing forward, partially obscuring his face. The background is a plain, light color.

14 PARIS BRYANT

2.4K 47.3K

15.8K 1.7K Hip Hop/Rap J. Cole, Vince Staples Black Lace Entertainment

19-year-old singer/rapper Paris Bryant is Maryland-born and Brooklyn-based and poised to spread light through the culture with an uplifting message, elevated even higher by verbal gymnastics and soaring melodies. A child prodigy, Bryant picked up guitar at 9 years old before eventually learning keyboard. A talent far beyond his years, he already boasts an impressive catalog of tracks rivaling the sounds of mature songwriters. Photo provided by management ©2023

15 NEIGHBOURHOOD VOID

556 33.7K

JENNIFER'S
TOP PICK!

2.2K 31 Rock Nirvana, Blink 182 Independent

Sydney trio Neighbourhood Void embellish their “filthy gutter-rock” sound with punchy, high-powered instrumentals and raw, outspoken lyrics. Comprised of members Gio, Mikey, and Charlie, the winsome triad explores familial dysfunction, the effects of drug use, and what it’s like to grow up in poverty, filtered through a distinctly Australian lens. Photo provided by management ©2023

16 THE COURETTES

9.6K N/A Alternative/Indie/Rock

The Kinks, Shannon and the Clams

Damaged Goods Records

The Courettes is an explosive rock duo from Denmark and Brazil. With Flávia Couri on vocals and guitar and Martin Couri on loud drums, they are a punchy package of garage rock, 60s girl group, Wall of Sound, surf music and doo-wop. Self-described as “The Ronettes meet the Ramones at a wild party at Gold Star Studios echo chamber,” they take garage rock to a glorious new level.

Photo by Morten Madsen © 2023

3.5K 28.5K

“Seems like the best record you’ve ever heard. A rock n’ roll sacrament from your new favourite band”

—Classic Rock Magazine



17 PARADISE BLOSSOM

301 28.3K

967 83 Alternative/Indie Hippo Campus, Summer Salt Independent

This duo of Fresno, CA natives Thanh Nguyen and Steven Salazar produced all of their music in their bedrooms, creating the unique sound that is Paradise Blossom. Utilizing inspiration from cinema to create their dreamy coming of age songs, the result is all-encompassing and vivid. Photo by Kyle Yumm ©2022

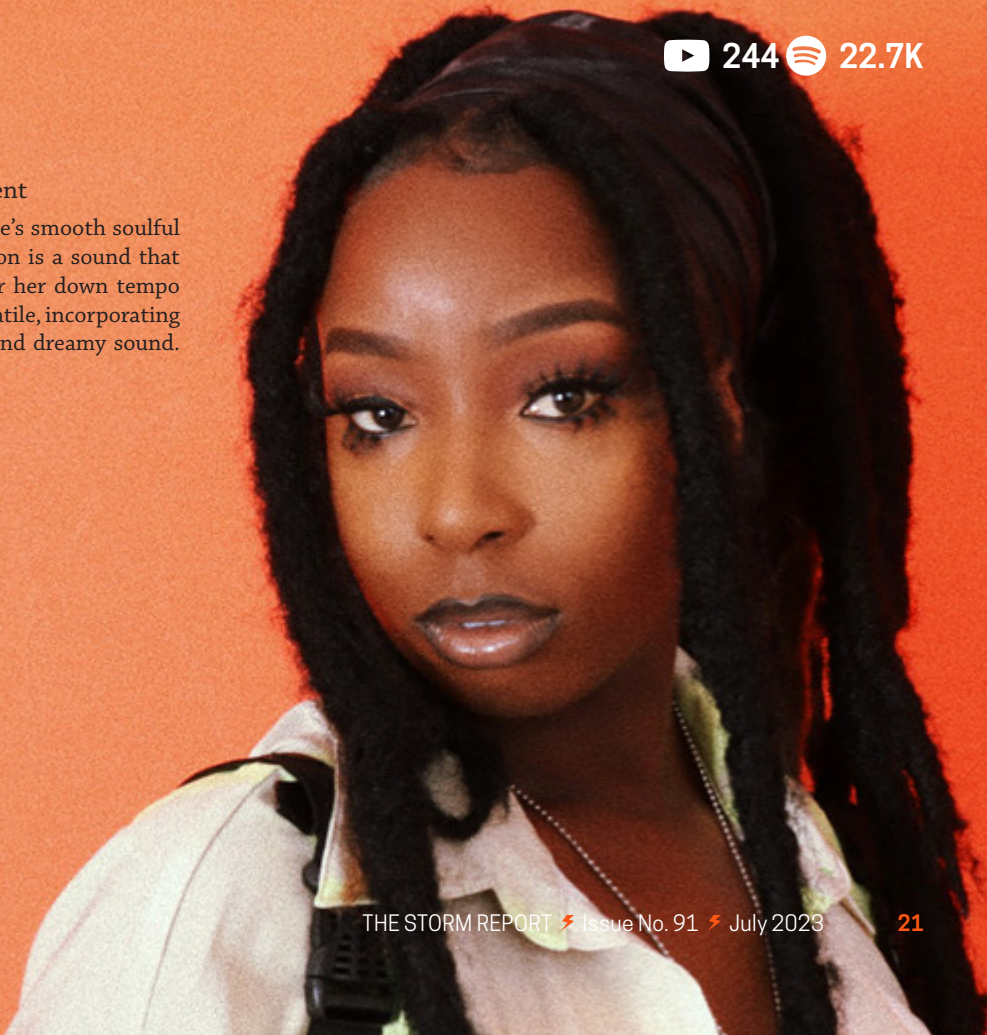
18 TOMIKE

244 22.7K

2.6K N/A Alternative, Neo-soul

Lianne La Havas, Jorja Smith Independent

Heavily influenced by jazz, hip hop, and soul, Tomike's smooth soulful vocals paired with a drum focused groovy production is a sound that will draw audiences in with every listen. Known for her down tempo emotion-driven smooth jazzy vocals, she is quite versatile, incorporating liquid drum and bass track in pursuit of a playful and dreamy sound. Photo by Leonardo De Silva ©2021



19 SAM BUCK

26 6.9K



4K 210 Country Sam Hunt, Niko Moon Independent

Sam Buck, a 30-year-old artist originally from Massachusetts, flips bro-country on its head with his songs about life on the beaches of Provincetown and in the paradise of Los Angeles. He presents an entirely unique persona—that of a swaggering country giant who replaces toxic masculinity with queer vulnerability. Photo by David Le ©2022





20 TOLLIVER

📷 7.4K 🎵 N/A 🎧 Funk, Neo R&B, Rap
👤 Reggie Watts, Anderson Paak 🎧 SideOneDummy

Tolliver describes himself as the “sequin-loving son of a cowboy-obsessed pastor and a gospel choir singer.” Drawing on this history, he crafts vibrant, sassy, challenging tracks surrounding self-love and identity. We caught Tolliver at TED in Vancouver earlier this year and he was the life of the party. Tolliver exudes Queer Black pride, often adorned in vibrant glittery outfits as he grooves with his audiences to his dynamic and soulful songs. Don’t miss seeing him live!

Photo by Lindsay Ellary ©2023

🎥 572 🗣️ 2054

**GRACE'S
TOP PICK!**



Thanks for reading! See you next month.

