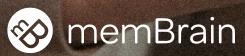
Your Monthly Music Forecast! Fashion and Fandom XG Flyana Boss INJI ENISA ...and more!



# STORM REPORT

ISSUE NO. 93 SEPTEMBER 2023



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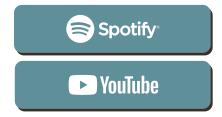
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Our signature countdown of 20 buzzworthy bands and artists on our radar.



### **ON THE COVER**

David Kushner. Photo by ALTAR MGMT ©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.

# LETTER FROM THE EDITOR

Band tees have always been more than mere attire – they're our wearable anthems, emblems of our musical journeys. As we delve deep into the rich tapestry of band tees in our latest feature, I'm reminded of the deeply personal connection we share with them. So personal, in fact, that I took my treasured collection and crafted them into a quilt. Though some may see such an act as sacrilegious, for me, it was a profound gesture of cherishing my cherished musical memories, wanting them close, always.

Our collaboration with MerchFriends and their Band Shirt Day initiative aligns perfectly with memBrain's ethos – to make meaningful connections. This upcoming Band Shirt Day is not merely a nod to the iconicity of band tees but also a vibrant celebration of community, connectivity, and a shared love for music.

Whether you wear your tee with pride, keep it as a collectible, or, like me, find unique ways to hold onto those memories, the story remains the same. These tees are threads of our musical tapestry, weaving together moments of rebellion, identity, nostalgia, and change. I invite you to journey with us, through this article, and on Band Shirt Day.

Enjoy!



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

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### STORM ALUMNI



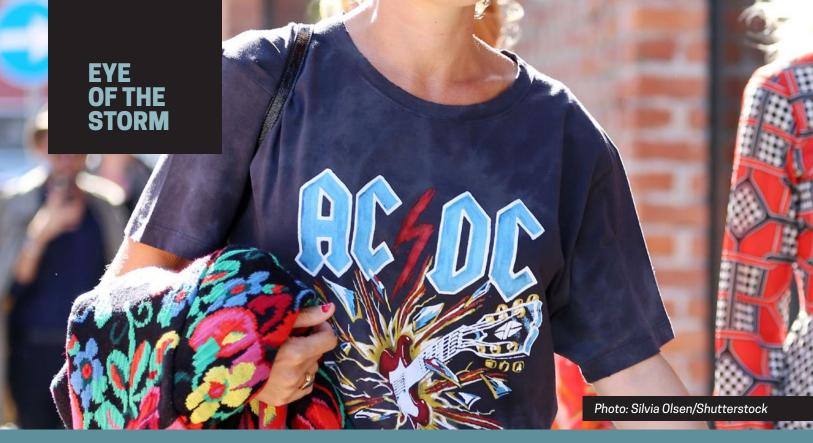
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# **FASHION AND FANDOM:**

The Cultural Significance of Band Shirts and Band Shirt Day

By Grace Slansky

and tees have been a prominent part of pop culture for decades, bringing a cultural significance that goes beyond just music. They are a medium through which fans express their loyalty, connect with like-minded individuals, and showcase their personal history. Over the years, the way we consume and share music has evolved, but one thing has remained constant: the love for band tees. These aren't just pieces of clothing; they are symbols of identity, rebellion, and membership in a global community of music lovers.

Not only are band tees a favorite closet item, an everyday go-to, and a way to express your fandom, they are a celebrated tool for connection with their own day! With the second annual official **Band Shirt Day** (#BandShirtDay) on Friday September 15th, fans and musicians alike have the chance to celebrate the iconic "band tee," with a global fundraising initiative, uniting artists, fans, and the music industry at large.

MerchFriends, a coalition of merchandise makers working toward a sustainable independent music merch ecosystem, has once again joined forces with **Spotify** to bring artists together to sell merchandise through their official sales channels and donate proceeds to charitable organizations of their choice. Like Record Store Day or AUS Music T-Shirt Day in Australia,

Band Shirt Day invites artists to create and sell unique, limitededition merch items while using their platform to create change.

From its inception, memBrain has supported MerchFriends and the Band Shirt Day initiative. Now, we're thrilled to not only proudly sport our band tees, but also delve into the history behind the fan favorite item. While this is only the second annual Band Shirt Day, the history and significance of band tees is rich, connecting the past with the present and establishing their continual importance in our cultural narrative.

### The Early Days of Band Tees

The origin of band tees can be traced back to the 1960s and 1970s with the rock and punk movements. Bands like The Rolling Stones, The Who, and The Ramones popularized them, transforming simple logos into bold artworks that fans proudly wore as a badge of honor. As the demand for band tees grew, so did their designs, evolving from simple logos to intricate designs that told a story. These shirts quickly became collectibles and status symbols, a way for fans to show their allegiance and support for their favorite artists. Fans began to wear them not only to support their favorite bands but also as a way to assert their identity and allegiance to a particular subculture.

#### The 80s and 90s: Band Tees Go Mainstream

In the 1980s, as the vibrant beat of MTV reshaped the music landscape, it also transformed the humble band tee into a coveted emblem of one's musical inclinations. This era, awash with groundbreaking music videos, elevated band tees from simple apparel to powerful symbols of allegiance.

By the 90s, as grunge's raw energy gripped the airwaves, wearing a Nirvana or Pearl Jam shirt wasn't just a fashion choice; it was a declaration of one's musical ethos.

But it wasn't just the sounds of bands or the vision of MTV that fueled this tee revolution. The resurgence of festivals like Lollapalooza and the legendary Woodstock '94 played monumental roles in etching band tees into cultural lexicon. These events were more than just concerts; they were pilgrimages. To don a Lollapalooza or a Woodstock tour shirt was to offer irrefutable proof of one's dedication—to tell the world, 'I was there, amidst the mosh pits and mudslides'. Such tees were more than memorabilia; they were woven tapestries of memories, of shared experiences in vast seas of festival-goers, each shirt a testament to the communal spirit of live music.

### The 2000s: A Digital Revolution

As the 2000s unfurled, the rapid expansion of the internet dramatically shifted the music terrain and, with it, the evolution of band tees. While the previous decades were marked by tactile experiences—thumbing through vinyl at record stores or attending live gigs—this era was characterized by digital discovery.

Websites, streaming platforms, and online marketplaces transformed band tees from local novelties to global commodities. Platforms like MySpace were instrumental, giving bands such as Panic! At The Disco and Arctic Monkeys a global stage, which in turn made their tees a worldwide sensation. No longer limited by geography, fans could snag a Paramore or Tame Impala tee from online stores, erasing borders and fostering a global music community.

Simultaneously, Instagram ignited a newfound reverence for vintage band tees. Icons like Led Zeppelin and niche 90s bands found their shirts being celebrated anew, worn by ardent fans and style influencers alike. This blend of nostalgia and fashion turned vintage tees into coveted items, often fetching impressive prices.

The rise of DIY platforms like Etsy also enabled indie artists to share their unique vision, resulting in tees that were more than just merchandise—they were wearable art. Through these shifts, the 2000s intricately wove the digital realm into the legacy of band tees, creating a harmonious blend of past, present, and future.

### **NOW: The Second Annual Band Shirt Day**

Modern band tees continue to evolve, with a focus on sustainability, ethical considerations, and artistic collaborations. Limited edition releases, vintage revivals, and designer collaborations blend fashion, pop culture, and music. Band tees remain crucial in preserving and commemorating musical legacies, serving as storytellers, markers of personal history, and symbols of shared experiences. Now, with the addition of a dedicated day, this connection continues beyond the traditional consumer experience.

The second annual Band Shirt Day, a collaboration between MerchFriends and Spotify, supported by Hello Merch, Bandsintown, Rough Trade NYC, and WASTOIDS, is set to take place on September 15th, 2023. The initiative, which celebrates the iconic band tee, is a global fundraising effort that brings together artists, fans, and the music industry. Participating artists,

including Portugal. The Man, Blondie, Billy Strings, and The Tragically Hip, will sell merchandise through their official sales channels and

of their choice. The official Band Shirt Day Fund, in partnership with GoFundMe and GoFundMe.org, will distribute funds to various organizations, including Planned Parenthood, Project Hope, The Ally Coalition, MusicCares, ACLU, and Animal Legal Defense Fund.

donate proceeds to charitable organizations

Band Shirt Day offers everyone a chance to narrate the tale of their tees, making them more than just cloth and ink. It provides an opportunity for artists and fans to come together in support of the causes they care about most.

The event falls in line with the original spirit of the band tee, rallying fans and artists together. With engagement from the artists themselves, there is an undeniable enthusiasm behind the fundraiser.

The timeless appeal of band tees lies in their ability to connect people through music, fashion, and shared experiences. They are more than just merchandise; they are a reflection of our identity, a way to support the artists we love, and a means to contribute to causes that matter. Band Shirt Day epitomizes this significance by uniting artists, fans, and the music industry in a global fundraising initiative that celebrates the iconic band tee while making a positive impact on the world.

Join us in participating in Band Shirt Day on September 15th, 2023, by wearing your favorite band tee, sharing your story, and supporting artists and charitable causes, reminding our busy world that music is still the ultimate unifier.

### STORM TRACKER

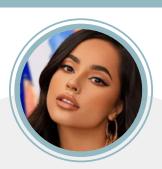
Tracking Our STORM Report Alumni!

### CHECK OUT

this issue's carefully curated playlists by clicking below:







BECKY G (STORM No. 2)

Becky G is embarking on her first headlining tour on September 14, aptly named "Mi Casa, Tu Casa," which aligns perfectly with the start of Latinx Heritage Month on September 14. Spanning sixteen cities, this tour will see the singer begin in Boston and continue on to iconic locations like Orlando, Los Angeles, and Phoenix. While fans eagerly await this solo venture, it's worth noting that Becky G isn't a stranger to the touring scene. She's previously graced the road with major acts like Enrique Iglesias, Pitbull, J Balvin, Katy Perry, and Demi Lovato. This time, however, the spotlight is solely on her, marking a significant milestone in her career.



CHARLOTTE CARDIN (STORM No. 39)

The Quebecois alt-pop singer's latest single "Confetti" finds her realizing that she doesn't really want to be at the party, envisioning death by colourful scraps of paper has taken up residence in the Canadian charts' upper echelon. She's also coming off a 2022 Juno sweep after the release of her acclaimed album *Phoenix*, where she picked up Artist, Album and Single of the Year awards, beating out heavy-hitters like Bieber, The Weeknd and Tate McRae.



ARLO PARKS
(STORM No. 71)

Parks's sophomore album *My Soft Machine* was released earlier this year to critical acclaim. Before her tour ends at the Eventim Apollo in London, near where the 22-year-old grew up, she'll also release *The Magic Border*, a collection of poems she's written, lyrics to songs on *My Soft Machine*, and photographs by Daniyel Lowden, on September 12. The book is an exploration on queerness and a meditation on grief and blackness. It will also mark the first time that she has shared her poems with people outside of her trusted circle of close friends.

### STORM FORECAST

Events And Happenings For Your Radar

### 2023 IS THE YEAR OF 1989

October 27, 2023

2023 has been Taylor Swift's year in music, and the buzz around 1989 (Taylor's Version) set for release on October 27 is no exception. After successful re-releases of Fearless, Red, and Speak Now, fans keenly picked up on Swift's subtle hints towards 1989, notably in her "I Can See You" music video. The telltale switch from the purple theme of Speak Now to the iconic blue of 1989 on her website only fueled the excitement. As Swift reclaims her musical narrative, the industry watches with bated breath.

### **FESTIVALS FOR FALL**

Fall is set to be an exhilarating season for music lovers. Riot Fest in Chicago from September 15-17 showcases STORM Report alumni including Yard Act, The Bobby Leeds, The Black Angels, and The Wrecks. Austin City Limits, happening on October 6-8 and 13-15, features a lineup packed with STORM alumni like Maggie Rogers, Lil Yachty, Mt. Joy, Bob Moses, Ethel Cain, Portugal. The Man, Jessie Ware, Chromeo, and Tash Sultana. Rounding out the month, III Points Festival in Miami on October 20-21 is headlined by STORM Issue #1 artist Grimes together with more recent STORM featured artist Fred Again, and supported by a host of other STORM alumni including TSHA, Caroline Polachek, Caribou, and Bedouin. Prepare for a musical feast this autumn!

### **DEMI IS REVAMPED**

September 15, 2023

Demi Lovato is set to release Revamped on September 15 through Island Records, marking a bold step in her musical journey. The album will reimagine ten of her hits into rock anthems, showing her artistic evolution. Critics, like Forbes, applaud Lovato for this savvy business move, noting her flexibility as an artist. Inspired by the resurgence of Taylor Swift's re-recorded songs, Lovato has already treated fans with rock versions of her chart-toppers, such as "Heart Attack," "Cool for the Summer," and a rendition of "Sorry Not Sorry" featuring Slash. Amidst these releases, Lovato also made a poignant statement with "Swine," a protest song released ahead of the anniversary of the Supreme Court's Roe v. Wade reversal. Lovato's reconnection with her music through "Revamped" not only redefines her hits but also solidifies her dynamic presence in the music world.

## **MEMBRAIN STORM SHELTER 2023**

October 27, 2023

Join us at UCLA for the memBrain STORM Shelter, where we will gather to explore the forces shaping the future of media, technology, society, and the entertainment arts. Curating insights and experiences from leading scientists, entrepreneurs, artists, musicians, designers, and innovators, join us as we forecast the next season of groundbreaking innovation redefining our world. www.membrainstorm.com

# STORM WARNING

The 20 Artists On Our Radar





Ariana Grande, TLC XGALX

XG, short for 'Xtraordinary Girls', is a Japanese Girl Group consisting of members JURIN, CHISA, HINATA, HARVEY, JURIA, MAYA, and COCONA. XG has taken the global music scene by storm with their futuristic concepts. Rooted in K-Pop, their "X-Pop" genre, sung in English and originating from Japan, sets them apart on the global stage. Garnering significant attention at KCON and the 'Head in the Clouds' festivals in NY and LA, they were awarded Apple Music's 'Up Next' artist for August 2023, joining legends like Billie Eilish, Bad Bunny, and Ice Spice. XG's vibrant aesthetics and R&B/hip-hop-infused tunes mark them as a band poised for global dominance. XG broke out with their debut single "Tippy Toes" and has since seen major success, including with their latest single "NEW DANCE." Photo by XGLAX ©2023





© 438K d 1.1M F Hip-Hop/Rap Missy Elliott, Tierra Whack vnclm\_x Atlantic Records
Best friends Bobbi Lanea and Folayan Kunerede are known as the duo Flyana Boss (a play on Diana Ross). Since breaking on TikTok, they have experienced what can only be described as a meteoric rise with the viral success of their single "You Wish." With high-energy melodic rapping, cardio-heavy music videos, and an impressive amount of personality in every track, the two are sure to keep the catchy tracks coming. Photo by SJ Spreng ©2023







DJ and Producer Chris Stussy serves up a wealth of original material, collaborations and remixes that showcase his innate musical nous, even as he works to grow his own label, Up The Stuss. While each new production shows a subtle evolution, they all continue to feed into the singular Stussy sound that both DJs and dancers have come to know and love. Photo provided by management ©2023



◎ 7.2K 🗗 19.6K 🗖 Groove Pop/Indie 🛭 JAWNY, Hippo Campus 💿 Atlantic Records

Balu Brigada are a self-described "groove-pop" duo composed of multi-instrumentalist singer/songwriter/producer brothers, Henry and Pierre Beasley. All about experimentation, Balu Brigada creates the perfect soundtrack for anything from coastal road trips to flirty dancefloor moments. Photo provided by management ©2023

### o 26.1K N/A I Indie Pop OMD, Human League Play It Again Sam (PIAS)

Brooklyn-based Nation of Language, led by married duo Devaney and Noell, masterfully blend early new-wave and punk influences. Celebrating five years of marriage, their synergy has earned acclaim from notable outlets like PASTE and Pitchfork. Set to headline Rough Trade's iNDIEPLAZA festival, they're also launching a 50-date tour accompanying their third album *Strange Disciple*, out September 15th. Their unique sound, reminiscent of iconic bands like Kraftwerk, promises fans both nostalgia and innovation. Photo by Shervin Lainez ©2023





© 15.3K ♂ N/A ♬ Indie Rock ℙ Jeff Tweedy, Built to Spill ② ANTI-MJ Lenderman, known for his '90s-inspired guitar prowess, has also played drums for Asheville's Indigo de Souza and was the prominent guitarist for Wednesday, alongside his partner Karly Hartzman. He has most recently achieved acclaim with "Boat Songs", a mix of alt-country and '90s indie that earned him a spot on ANTI- Records. With traces of Tom Petty and Modest Mouse garnished by Xandy Chelmis's pedal steel, the album is a nostalgic and jubilant musical gem. Don't miss his live shows! Photo by Charlie Boss ©2022













© 26.7K ♂ 83K ♬ Singer Songwriter இ Dolly Parton, Stevie Nicks № Independent Gaining popularity with her Season 17 "America's Got Talent" debut, Debbii Dawson is wowing audiences both live and on her released tracks. With only an acoustic guitar and her own voice, she creates tracks with surprising depth and an ethereal quality. Her EP "Learning" was released in late July, and we already have it on repeat. Photo by Rachel Higg ©2023

⑤ 44.4K ♂ 10.2K ♬ Alternative/Indie Rock ⑨ The Strokes, Arctic Monkeys ◉ Stairs Music/Hallwood Recordings (distribution) LA-based ALEXSUCKS, fronted by Alex Alvarez and supported by John Luther, Ethan Demoulin, and producer Garrett Orseno (DJ Topgun), rose to prominence with their dance-punk revival tones. Their 2021 debut EP "ANGSTY TEEN" paved the way, with "Talk To You" hitting over a million streams. Their 2023 debut album *The Gutter*, produced by Brenden O'Brien, showcased their alt-rock flair and rebellious spirit, particularly with the track "6 Pack and Cigarettes." Photo by Lost Noise ©2023









◎ 4K ♂ 714 ♬ Pop/R&B ② Billie Eilish, Lily Allen ⑥ Arts & Crafts Productions

NIA NADURATA draws on her experience working behind the scenes songwriting and singing for artists like Nonso Amadi, Amaal, Boslen and more, and uses those experiences to fuel her own music. With a debut EP slated for release later this year, NIA NADURATA's coming-of-age tunes are guaranteed to strike a chord with listeners who are also navigating the highs and lows of young adulthood. Photo by Nathan Lau ©2022

