

Your Monthly
Music Forecast!

SUPERGROUPS FOR SUPERFANS:

Teezo Touchdown
Warren Zeiders
Chris de Sarandy
juju<3
...and more!

 memBrain

STORM REPORT

ISSUE NO. 94
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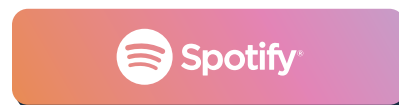
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ON THE COVER

Paravi. Photo by Lissyelle Laricchia ©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.

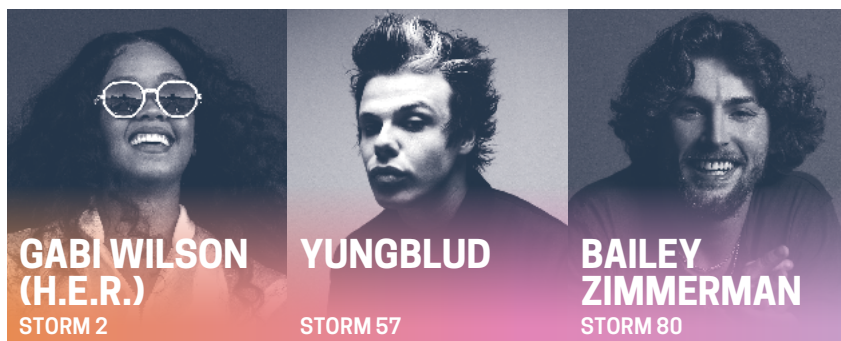
How do we rank?

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

As we embrace the crispness of fall and the comfort of pumpkin spiced lattes, I'm delighted to share the latest issue of the memBrain STORM Report.

This month, we delve into the world of supergroups with our featured article, "Supergroups for Superfans." Amidst a world crowded with voices, the re-emergence and transformation of supergroups carves out a distinctive melody of collaboration and innovation. It's not just about making music; it's about crafting a shared vision, transcending individual accomplishment, and resonating unified artistry to a global audience.

Speaking of bringing together brilliant minds, be sure to mark your calendars for the memBrain STORM Shelter event on October 27, 2023, in partnership with UCLA's School of Theater, Film, and Television. Join us as we bring together the brightest minds and talents, echoing the collaborative spirit celebrated in this issue.

Visit www.membrainstorm.com for more information.

We hope to see you there!

Regards,



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

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Dynamic duo Bruno Mars and Anderson .Paak make up the supergroup Silk Sonic. Photo by Harper Smith.

SUPERGROUPS FOR SUPERFANS: How the Supergroup is Changing the Music Landscape

By Ava Blanchette & Grace Slansky

The music industry is continually seeking revitalization, and the resurgence of supergroups is a welcome evolution. Much like the Avengers assembling to shield the world from calamity, supergroups unite solo artists and band members in a unique harmony. This thrilling collaboration mirrors a blockbuster bid, transcending the ordinary and creating extraordinary symphonies, echoing the promise of a creative revolution in the realm of music.

The return of supergroups is a movement promising to enrapture fans and lead them into uncharted landscapes.

We believe that supergroups today are proving to be the epitome of innovation and freshness, a throwback to a similar phenomenon in the 1960s and 1970s. While history might have classified them as gimmick or fad, modern supergroups are combating this narrative, broadening their genre horizons, and maximizing the extensive outreach capabilities of social media and digital networks.

A 1974 Time Magazine article titled “The Return of the Supergroup” classified the phenomenon as “potent but short-lived,” citing dueling superstar egos as cause for the bands’ inevitable break-ups—the supergroups of the time left an undeniable impression on fans.

Short-lived, maybe—extinct, certainly not. Supergroups are back—but in a new form.

The Genesis: Cream and Early Supergroups

To think about the future, it’s always best to understand the past.

Historically, supergroups were most popular in the guitar-rock genre, where an attitude of experimentation was common. **Cream**, composed of Eric Clapton, Jack Bruce, and Ginger Baker, heralded the dawn of the supergroup era, universally recognized as the first accredited assembly of established artists uniting to meld rock, blues, and psychedelia. Their harmonious convergence paved the way for other renowned early supergroups such as **Led Zeppelin**, with the legendary Jimmy Page, Robert Plant, John Bonham, and John Paul Jones, and the folk-rock harmonies of **Crosby, Stills, Nash & Young**. These pioneers laid the foundational stones, demonstrating the profound impact of artistic collaboration and genre fusion.

1960s-1970s: Blossoming Diversity

As we traverse the timeline, we encounter the **Traveling Wilburys**’ embodiment as a quintessential supergroup, with iconic figures like Bob Dylan, Roy Orbison, Tom Petty, Jeff Lynne, and George Harrison. This era also witnessed the prog rock synergies of **Emerson, Lake, and Palmer**, and the unique collaborations within the **Plastic Ono Band**, blending talents like Eric Clapton and George Harrison under the creative umbrella of John Lennon and Yoko Ono.

1980s: Charity Supergroups Arise

The 1980s brought a unique form of supergroup to the forefront: the **charity supergroup**. Prompted by the Ethiopian famine, groups like Band Aid (“Do They Know It’s Christmas?”), USA for Africa (“We Are the World”), and Northern Lights (“Tears Are Not Enough”) united diverse artists to generate funds and awareness for global crises, showcasing the power of music to incite positive global change.

1990s: A New Wave

The 1990s brought forth a tribute ensemble, **Temple of the Dog**, commemorating the late Andrew Wood by merging members of Soundgarden and Pearl Jam. This era also saw a flourishing hip-hop and rock cross-genre trend with supergroups like **Westside Connection**, featuring Ice Cube, WC, and Mack 10.

2000s: Melding Styles and Genres

As the world stepped into the new millennium, the supergroup narrative expanded with the formation of the **Velvet Revolver** and **Them Crooked Vultures**, each exemplifying diverse genre amalgamations. **Velvet Revolver**, for instance, featured members from Guns N’ Roses and Stone Temple Pilots, creating a unique hard rock resonance.

2010s: An Expansive Epoch

The 2010s witnessed an explosion of supergroup formations, from the hard-hitting **Prophets of Rage** to the country refrains of **The Highwomen**. This period introduced the world to **SuperHeavy**’s eclectic amalgamation of Mick Jagger, Damian Marley, and AR Rahman. The indie sphere was enriched with the emergence of **boygenius**, featuring the unique talents of Phoebe Bridgers, Lucy Dacus, and Julien Baker.

Today: A Contemporary Crescendo

The last few years have seen an influx of successful supergroups, and while each of which are true to the supergroup definition of successful solo artists coming together under a new name to create a brand new project, these modern supergroups stray from their 1970s counterparts in that they now cover all genres and are able to capitalize on excitement and personality showcases made possible through social media and digital networks. They’ve headlined tours, won Grammys, and have set a new standard for collaboration, excitement and freshness in the industry.

Today, the supergroup narrative continues to expand with the recent formation of **Kx5**, merging the electronic genius of Deadmau5 with the illustrious Kaskade. Their union promises a new era of electronic soundscapes, highlighting the ever-evolving panorama of supergroup collaborations. The soulful vibes of **Silk Sonic**, comprising Bruno Mars and Anderson .Paak, are also

leaving a mark on contemporary music, bringing back the feel of classic R&B with a modern twist. Their 2021 album amassed millions of streams as well as the remarkable milestone of over a billion plays for their hit single, “Leave the Door Open.” To add to their accolades, they clinched the highly coveted Grammy Album of the Year award for their debut and only release.

Both Anderson .Paak (with 13 Grammy nominations at 8 wins) and Bruno Mars (with 31 nominations and 15 wins) are highly decorated artists in their own rights. Silk Sonic’s formation brings together two mastermind veterans of the music industry, and their collaboration is duly validated by fans and industry experts alike.

Collaboration is Key

So, what makes a great supergroup? While some collaborations and features can feel a little forced (music labels may suggest their artists collaborate and facilitate the features), supergroups tend to be born out of mutual admiration between artists and a genuine interest in working together.

Kaytraminé, the rapper-producer supergroup composed of Kaytranada (STORM 38) and Aminé (STORM 77), was born in large part thanks to a shot-in-the-dark Twitter DM sent in 2014. Aminé, a then-almost-dropout at Portland State University, reached out to Kaytranada, who had a modest fan base at the time over SoundCloud.

Kaytranada sent some free beats over to Aminé, which were featured on his mixtape, *Calling Brio*. Aminé would later break into the mainstream scene with his 2016 single, “Caroline.” Kaytranada quickly gained a global following and grew far beyond his boiler room origins. In the summer of 2023, they came back together, always keeping in mind their mutual adoration, and created a hit album under the name Kaytraminé. Their respect for each other as artists is palpable, and it’s a noticeable piece of their sound.

Fusing Fanbases

boygenius, the red-hot supergroup composed of indie-rock legends Phoebe Bridgers, Lucy Dacus (STORM 77), and Julien Baker, was created almost by mistake. Recording an EP together as a promotional tool for their joint solo-act tour, their EP saw massive success and invited each individual’s loyal fanbases, as well as a whole new set of interested listeners. Their most recent album, *The Record*, has amassed millions of streams, and their commercial success extends into live performances, where they headlined the traveling festival re:SET.

There’s no denying the commercial viability of multiple superstars joining together. Fans of an individual might not be familiar with the other artists, and by means of collaboration, fans of one will be introduced to the others. Many boygenius fans cite this phenomenon; Madeline McNeill, a radio journalist from Australia,

discovered Phoebe first and then dove into boygenius. She now counts herself as much of a fan as Dacus and Baker as Bridgers.

The commercial and fan-base boom merges diverse audiences and enhances the marketability of the artists involved. The fan base expansion that is facilitated by supergroups is mutually beneficial, tapping into a shared well of enthusiastic fans that was previously not possible.

Evolution and Experimentation

For UK supergroup **FIZZ**, coming together provided a necessary step away from their solo careers, which had begun to feel a bit like a treadmill. Dodie, Orla Gartland, Greta Isaac, and Martin Luke Brown present their colorful and experimental alter egos together through FIZZ, a project which, in their own words, was born out of “love and blind optimism.”

In an interview with BBC, Brown described the fun-rooted approach they took in creating their debut album: “We were like, ‘Let’s play, with no thoughts about what playlist the music’s going to be on’ ... We wanted to be completely uncorrupted and have a laugh... and as soon as the chains were off, of course there were so many ideas.”

Entering a collaborative space with trusted friends and the exciting possibility that comes with creating under a brand new name is freeing; FIZZ’s sound evokes fun, friendship, and a warmth that’s only achievable when creating with those you trust. Listeners are given a fresh sound from their favorite artists and their friends.

What more could we ask for?

A Global Phenomenon

The US comparatively holds a significant portion of supergroups vs the rest of the world, owing to its vast and diverse music industry. However, the international arena is catching up, with supergroups emerging from various countries and genres, contributing to the global music landscape.

Perhaps one of the most legendary international supergroups was Sweden’s **Swedish House Mafia**, consisting of Axwell, Steve

Angello, and Sebastian Ingrosso. Together, they highlighted their combined prowess and innovative styles to change electronic music forever.

In Japan, the iconic supergroups **L’Arc-en-Ciel** and **X Japan** unite legendary artists like Toshimitsu Deyama and Yoshiki Hayashi. They epitomize the seamless fusion of rock, pop, and heavy metal, reflecting Japan’s vibrant and varied musical landscape.

South Korea’s **SuperM** combines talents from several renowned K-pop groups, featuring members like Taemin from SHINee and Baekhyun from EXO, offering a blend of different styles and sounds within the same genre.

In Colombia, **Bomba Estéreo**, featuring Li Saumet and Simón Mejía, blends traditional Latin rhythms with modern electronic beats, presenting a unique musical narrative.

These international supergroups transcend geographical and cultural boundaries, symbolizing the global unity and innovative spirit of music.

The Future of Supergroups

In the dynamic world of music, the resurgence of supergroups is painting a new landscape, rich with endless collaborative possibilities. This revival transcends traditional boundaries, allowing the vocals of an artist like Adele to potentially meld with the innovative guitar prowess of Tash Sultana, all pulsing to the robust rhythms of Anderson .Paak. It’s a symphony of diverse talents, crafting a future where the only limit is the imagination!

As the year winds to a close, anticipation hums in the air for groundbreaking music and innovative partnerships. This evolution promises not only a wealth of new auditory experiences but also the blending of genres and styles in fresh and exciting ways.

As we peer into the future of the music industry, the supergroup stands as a beacon of collaborative creativity, resonating across the global soundscape, and inviting listeners to embark on an endless journey of musical exploration and enjoyment.

Listen to tracks by some of our favorite supergroups on our Spotify playlist [here](#).

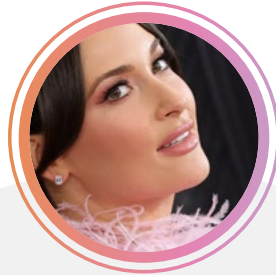
CHECK OUT

this issue's carefully curated playlists by clicking below:



STORM TRACKER

Tracking Our STORM Report Alumni!



KACEY MUSGRAVES

Kacey Musgraves (STORM No. 13) is a star whose talent and individuality continue to shine brightly. Since making a splash in the memBrain STORM Report, she has since solidified her status as a celebrated artist. Her most recent venture, a collaboration with Zach Bryan on the track “I Remember Everything,” debuted at No. 1 on the Billboard Hot 100 - a first for both artists. The song hails from Bryan’s self-titled LP. Beyond this, Madame Tussauds Nashville recently unveiled a wax figure of Musgraves. In a special interactive feature, guests have the exciting opportunity to perform a duet with Musgraves’ figure.



TOM ODELL

English singer-songwriter **Tom Odell** (STORM No. 21) announces his return with a stirring new single, “Black Friday.” This tender acoustic offering navigates the turbulent waters of self-doubt within a relationship, signaling a revitalized artistic epoch for Odell. Co-written and co-produced with Cityfall and Max Clilverd, the song emanates a poignant resonance. In August, Odell, driven by a purpose beyond music, released a reinterpreted version of “Streets Of Heaven” from his 2021 album *Monsters*, aimed at amplifying awareness around gun violence prevention. His latest album, *Best Day Of My Life*, echoes his enduring commitment to meaningful music. Beyond the recording studio, Odell is poised to embark on his largest North American tour beginning October 2, touring 18 cities, reconnecting with fans across the continent.



MALLRAT & BENEE

Making a significant impact since their respective features in the memBrain STORM Report, **Mallrat** (STORM No. 50) and **BENEE** (STORM No. 67) captivated audiences at the FIFA Women’s World Cup opening ceremony in Auckland performing their vibrant single “Do It Again,” the official anthem for this year’s competition, setting an energetic tone for the event. With fans from over 150 countries and over a million tickets sold, this year’s Women’s World Cup made history as one of the most attended standalone women’s sports events ever. Additionally, BENEE has had a prolific year, releasing “BAGELS,” a soothing single created with neuroscientists from Auckland University of Technology, and “Green Honda.” Mallrat, continuing her rise, recently headlined a sold-out show at Los Angeles’ renowned Troubadour, further solidifying her standing in the international music scenes.

STORM FORECAST

Events And Happenings For Your Radar

MEMBRAIN STORM SHELTER

October 27, 2023

We're excited to announce the inaugural memBrain STORM Shelter event, scheduled for Friday, October 27, 2023, in collaboration with the UCLA School of Theater, Film, and Television. This groundbreaking gathering goes beyond a typical event, uniting individuals eager to sculpt the future landscape of media, technology, society, and the entertainment arts. Attendees will include a dynamic mix of top executives, innovative academics, industry pioneers, and boundary-pushing creators. Be part of this defining occasion and join the dialogue shaping tomorrow's world. Secure your spot now by purchasing tickets at www.membrainstorm.com. Don't miss this opportunity to connect, collaborate, and catalyze change!

NOT-TO-MISS MOVIE RELEASES

October to November is brimming with cinematic excitement! The chilling "Five Nights at Freddy's" premieres on October 27, swiftly followed by superhero action in "The Marvels" on November 10. November 17 brings a double delight with the gripping "The Hunger Games: The Ballad of Songbirds and Snakes" and the rhythmic allure of "Trolls Band Together," featuring new beats from NSYNC. On November 22, dive into history with Ridley Scott's "Napoleon," starring Joaquin Phoenix, and bask in the enchantment of Disney's "Wish." A remarkable lineup that promises something for everyone!

THIS IS HALLOWEEN!

October 27 - 29

This Halloween, California is set to re-sound with spooky celebration. Prepare for a thrilling escapade at Insomniac's Escape Halloween, taking over the NOS Events Center in San Bernardino from October 27-28, 2023. Dance to the beats of renowned artists like Zedd and Afrojack, and revel amidst haunted stages, horror performers, and glow-in-the-dark installations in this electrifying electronic music festival. Simultaneously, the Hollywood Bowl comes alive from October 27-29 with the whimsical allure of Tim Burton's "The Nightmare Before Christmas" in Concert. Celebrate the film's 30th anniversary with Danny Elfman as Jack Skellington in a live-to-film concert, complemented by a full orchestra and choir, on-site trick-or-treating, Halloween Town photo ops, and a festive costume contest. This Halloween is set to be an extravaganza of haunting melodies and rhythmic beats.

THE THUNDER ROLLS: CMAS 2023

November 8, 2023

Country music is riding a colossal wave of popularity, echoing louder than ever before. This trend sets the stage for the upcoming Country Music Awards on November 8, at Nashville's Bridgestone Arena. Be ready as the arena fills with the resounding chords of country's finest, airing live on ABC at 8 p.m. ET/5 p.m. PT. The significant surge in country music streams this year, over a 20% increase in the first half of 2023 alone, underscores the genre's expanding appeal. With artists like Morgan Wallen fueling this growth, the CMAs promise to be a celebration of both new and veteran talents in country music. Ensure to tune in for a night highlighting the powerful resurgence and enduring charm of country sounds.

1 TEEZO TOUCHDOWN

STORM WARNING

The 20 Artists On Our Radar

ICON KEY

- ▶ YouTube
- 🎧 Spotify
- 📷 Instagram
- 🎵 TikTok
- 🎵 Genre
- 🔗 Similar Artists
- 🎯 Label

“Dramatic highs and muted lows make the rapper’s debut record a rollercoaster of emotions and sounds.”

—NME

📷 354K 🎵 143K 🎵 Alternative R&B/Rap 🔗 Travis Scott, Prince 🎯 Not Fit For Society/RCA Records

Teezzo Touchdown brings a fusion of Texas rap, nostalgic pop-punk, and funky R&B paired with clever and memeable music videos, demonstrating not only his unique style as a musician but also as a fashion icon. With an elastic singing voice that slides nicely into the R&B lane and melodies that are imperfect but raw, he draws in listeners. Photo by Renae “IRONIC” Woodson ©2023

2

WARREN ZEIDERS

📷 1M 🎵 2.3M 🎧 Country

🎤 Morgan Wallen,
Bailey Zimmerman

🎧 Warner Records

Warren Zeiders is experiencing a meteoric rise in country music, the kind that is rarely seen. With more than 1.2 billion audio streams globally, 1.4 billion views on TikTok and a combined 6 million social followers, Zeiders is creating new fans every day. On August 18th, he released his debut album *Pretty Little Poison* with the album's title track debuting as the "most added" on Country radio. Photo by David McClister ©2023

📺 301K 🎧 4.2M



3 CHRIS DE SARANDY

599 4M

3K 481 Pop Ed Sheeran, Sam Smith Embassy of Music

UK-based artist Chris de Sarandy began his musical journey at 14, laying roots in an indie band and later flourishing in his solo career. His distinct raspy vocals and poignant lyrics resonate with listeners, offering a reflective gaze into shared human emotions and experiences. Committed to crafting relatable music, Sarandy's hits like "Small Town Queen" and "Like I Don't Know You" echo this dedication. His 2023 album *Know Your Worth* showcases his growth and artistic depth, navigating the complexities of relationships and life's myriad shades. Photo by Danny Jungslund ©2023

4 JUJU<3

▶ 3.5K 🎧 3.4M



📷 23K 🎵 237K 🎧 Alternative/Indie Pop 📍 Alex G, Vacations 🎧 Independent

US-based juju<3 is capturing attention with his viral track “Wasted Summers.” Amassing over 34 million streams on Spotify and creating a buzz on TikTok since its release in July, the song encapsulates the fleeting essence of summer, tinged with the longing for a beloved. Juju<3 co-wrote this heartfelt melody with his younger sister Lailah, who lends her voice to the compelling “yes I can” bridge in the song, adding a tender, familial touch to the track. The artist’s sound hints at his diverse influences and unique style. While details about juju<3 remain sparse, the massive impact of “Wasted Summers” has listeners eagerly awaiting more from this emerging talent. Photo by Nathan Hagel ©2023

📷 2M 🎵 1.3M 🎧 K-Pop 📍 Michael Jackson, ENHYPEN 🎧 Independent

RIIZE is already taking the industry by storm with their short career thus far, breaking the record for fastest K-Pop group to hit 1 million followers on Instagram just four days after their account was launched. Focusing on authenticity and relatability, RIIZE forges a deep connection with their ever-growing fanbase by sharing their down-to-earth personalities and humble moments at the start of their new journey. Photo provided by management ©2023

5 RIIZE

▶ 423K 🎧 2M





6 KATE BOLLINGER

📷 30K 🎵 572

🎵 Alternative/Indie

🎧 Dora Jar, Luna Li

🎧 Ghostly International

Indie singer/songwriter Kate Bollinger's introspective, jazz-inflected songs mix gentle melodies, complex chords, and vocal delivery. Spanning genres, she's traversed folk, indie rock, and R&B leanings, more recently settling into a mellow indie pop.

Photo Jonathan Roensch ©2020

🎥 10.7K 🎧 1M



7 ABBEY CONE

📷 17.4K 🎵 36.1K 🎵 Country

🎧 Megan Moroney, Gabby Barrett

🎧 Independent

Country singer/songwriter Abbey Cone made her way from Texas to Nashville at age 16 and, by her early twenties, was co-writing with some of the city's best known songwriters. She garnered national exposure in 2021 with her emotionally resonant debut single, "Rhinestone Ring," and has continued to grow her fanbase with recent single "If You Were a Song." Mentored by Vince Gill, she was recently joined by friends and collaborators Brittney Spencer, Madison Kozak and Heather Morgan to perform her latest single, "Talk of the Town" at the legendary Grand Ole Opry.

Photo by Midtown Motion ©2023

🎥 3.26K 🎧 886K

8 TANNER ADELL

12.8K 597K

GRACE'S
TOP PICK!

79K 407.3K Pop Country Carrie Underwood, Maren Morris Columbia Records

Tanner Adell's social media sensation "Buckle Bunny" has shown her growing fanbase her own lane of country music. Weaving the tales of her upbringing through deft musical storytelling, Tanner's lyricism keeps its roots in Country while infusing an addictive blend of pop vocals and hip-hop beats. Tanner spills out energetic tunes and honest ballads that draw upon her personal narrative as a biracial woman embracing the truest version of herself. Photo by Daniel Chaney ©2023

28K 163.7K Alt-Pop Noah Henderson, David Kushner Arthouse Records/Atlantic Records

For 19-year-old artist Rowan Drake, songwriting has always provided a space for turning inward and transforming his most complex and painful feelings into unexpected beauty. On his debut EP "Dear Ella," Drake brings his mesmerizing sound to a selection of songs detailing the end of a life-changing relationship, casting a dreamlike spell even as he documents some of his most heart-wrenching experiences to date. Photo by Jimmy Fontaine ©2023

9 ROWAN DRAKE

13.7K 574K

ROBERT'S
TOP PICK!

“Triple threat performer finally making her popstar dream a reality.”
—NME



10 **METTE**

10.5K 523K

300K 24.4K Pop
 Janet Jackson, Nelly Furtado
 RCA

METTE's music is sensual and sweaty – music to move your body to. Unrestricted by the need to align with one genre, she finds her sound at the crossroads of dance music and a myriad of other possibilities. METTE's most recent single 'VAN GOGH' came out August 10th and is poised to propel METTE another bold leap forward on her artistic journey.

Photo provided by label ©2023

11 HAZEY

82.2K 402K



151K 317.9K Hip-Hop Aitch, Central Cee Sony Music UK

At just 17, HAZEY from Anfield rocketed to fame after a standout performance on BL@CKBOX's U18 Christmas freestyle. His 30-second clip generated over 250 million TikTok impressions, garnering attention from industry bigwigs and leading to over a million views for his debut single 'Packs and Potions' in just 48 hours. Recognized by Complex as an "up-and-coming rapper," his unique Scouse accent and style have firmly established him as a fresh force in the rap world. Photo by William Spooner ©2022

2.7K 697K R&B/Soul Jerry Paper, Crumb Sauna Boys

"Brothers Dana and Alden McWayne, along with a troupe of multi-instrumental artists, come together to create jazzy melodies with indie sounds inspired by their unconventional upbringing in Eugene, Oregon. Their debut album *Quiet Music for Young People* is a lush record that blends vintage sounds with the aesthetic of existing in gen Z and the digital age, reminiscing on their childhood, summer days spent working at an apple orchard, and jamming at jazz clubs in surprisingly relatable ways. Photo by Anna Arriaga ©2023

12 DANA AND ALDEN

1.28K 396K



13 OVRKAST.
3.64K
292.6K

📸 18K 🎵 1512 🎧 Hip-Hop/Rap 🎧 Kota the Friend, Pink Siifu 🎧 do more. /Genius Distro

A product of the San Francisco Bay Area, Ovrkast.'s music is eclectic, soulful, and low-key. With raps that drift along like dreamy hues floating over muffled instrumentals, he maintains a distinct blend of minimalism that has defined his signature sound. Photo by Julian Edwards ©2022

14 ANAÏS CARDOT

📷 23K 🎵 104.2K 🎧 R&B/Soul

📍 Chenayder, Madison McFerrin

🎧 Platoon

French and Gabonese artist Anaïs Cardot started making music in her bedroom, putting songs that she recorded with her earphones onto Soundcloud, and eventually expanding to other social and music platforms. Now, Anaïs is a singer and songwriter, with a unique and angelic voice that is distinct and immediately recognizable. She is a versatile artist who loves making meaningful music that makes others feel good and connects people together. Photo by Nicolas Babin ©2023

📺 6.27K 🎧 153K



15 DEADBEAT GIRL

1.49K

128.4K

15K 15.8K Alternative/Indie NIA NADURATA, Holly Humberstone Independent

20-year-old indie rock alternative singer-songwriter Deadbeat Girl writes spontaneously and from a place of stark honesty and authenticity, chronicling candid accounts of heartbreak, identity, and rebellion. Deadbeat Girl wants to create a replayable soundtrack for her listeners, saying "I would love for my music to hold memories for others." Her songs are tributes to the beloved music of her childhood and testimonies to her own emotions and experiences. Photo by Avery Davis ©2023

16

LIONMILK

2.3K
109K

8.2K 231 Jazz/Dance/Electronic Droid Daughter, Duster Independent
Jazz pianist, composer, and producer Lionmilk, also known as Mokichi Kawaguchi, was inspired by his mother's classical radio, his brother's hip hop cds, and his father's jazz records. From the thriving underground electronic music scene to the expansive local jazz community, his work reflects the Los Angeles's ever changing tendencies, encapsulating the essence of the city. Photo by Mansury Sharifi ©2022



17 FRED ROBERTS



3.79K 86.9K

“A Gen Z
popstar in the
making.”
—*Gay Times*

30K 29.5K Pop iamnotshane, Ruel Polydor/Universal Music

British songwriter Fred Roberts artfully blends the personal and the universal in his anthems of self-discovery and identity. Born in South London and nurtured in a family steeped in music, his journey as a young gay artist informs his introspective work. Inspired by diverse influences, from The Clash to Troye Sivan, his music transcends genre, speaking to the complexities of love and self-acceptance. His debut single, “Runaway,” embodies his talent for turning personal narratives of queer love into relatable stories of longing and resilience. With each song, Fred aims to reach others navigating similar paths, offering understanding and the reassuring message: “it can be okay.” Photo provided by management ©2023

18 HONEY BXBY  39.9K  77K

 41K  90.6K
 Hip-Hop/Rap
 Saweetie, Faith Evans
 Atlantic

Hailing from New Jersey, Honey Bxby's journey from cosmetology school and a strip club to the music world is as genuine as her sound. Her debut EP, *3 Words, 8 Letters*, released under Atlantic Records, echoes her influences from 2000s R&B, offering smooth, upfront vocals and sincere lyrics. Discovered on Instagram and seamlessly blending raw vocals with bold raps, Honey Bxby's unique sound and emotional honesty make her a standout in the music industry. Amidst an ocean of manufactured personas, her unapologetic authenticity and commitment to self-truth shine as a beacon to her growing audience.

Photo by Vizual Ape ©2023





JENNIFER'S
TOP PICK!



19 MISS GRIT

- 5.7K N/A
- Alternative/Indie
- St. Vincent, Blondshell
- Mute Records

New York-based musician Margaret Sohn created Miss Grit to function as an outlet for their own analysis and expression of self. Called a “polymath” by NME in early 2019, their process is insular and meticulous, their vision precise. Drawing inspiration from the life of a cyborg, Miss Grit explores potential beyond the creator, inevitably growing a hand even more powerful.

Photo by Evelyn Freja ©2023

1.9K 68.6K



20 AL MENNE

- 5.9K 86
- Alternative/Indie Pop
- Phoebe Bridgers, Great Grandpa
- Double Double Whammy

Al Menne, formerly of the indie-rock band Great Grandpa, has an incredibly unique voice, soft and emotional with lyrical intimacy that calls back to Transatlanticism-era Death Cab for Cutie. Their ability to expand and grow is something some could only hope to achieve in their lifetime, building the most beautifully heartbreaking music with people who mean more to them than anyone.

Photo by Seannie Bryan ©2023

50 36.9K



Thanks for reading! See you next month.

