

Venue vs. Runway

Cheat Codes

Pia Mia

Ozuna

Alex Aiono

Rich Chigga

and more

Your monthly
music forecast!

 memBrain

THE STORM REPORT

ISSUE NO. 48
SEPTEMBER/OCTOBER 2017



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Charlotte Cardin. Photo courtesy of Mxyme G. Delisle, 2017

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.

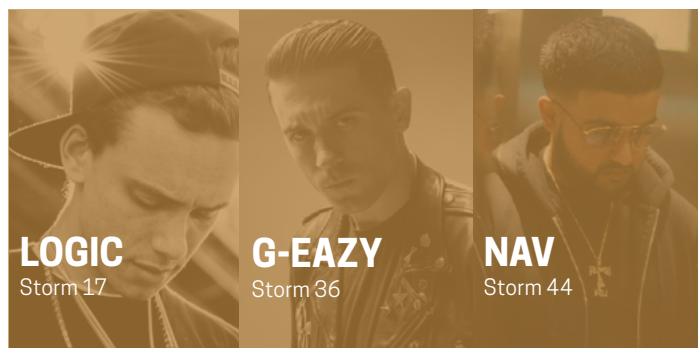
How do we know?

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.

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



A LETTER FROM THE EDITOR

Hello STORM Readers!

For our September issue of The STORM Report, it seemed fitting to include a review of New York Fashion Week (NYFW) with an eye on remarkable music collaborations. From music as a soundtrack for the runway to musicians as designers, the dividing line between fashion and music continues to blur. From the runway to the recording studio, we have included model-turned-musician Canadian pop, electro and jazz-singer-songwriter Charlotte Cardin (STORM #39) on the cover of our fashion issue. And her latest track “Main Girl” proves that ‘texture’ and ‘styling’ aren’t terms limited to the fashion world.

 Jennifer Sullivan
President, memBrain

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EYE OF THE STORM



Selena Gomez and Sabrina Carpenter at the Spring/Summer 2018 Coach show during NYFW

Venue vs. Runway

How Fashion and Music Can Be Beneficial to Each Other

By Grace Slansky and Jennifer Sullivan

Influencers. Tastemakers. Sponsors. Collaborators. As the modern world continues to evolve in the age of social media, “trending” has become a crucial part of popular success. Although the music industry is increasingly trend-dependent, we are not alone. Fashion has been subject to the fickle nature of trends for centuries, and as such the industry is home to some of the most experienced innovators out there. With an inherent following for both mediums, collaborations between musicians and designers have the potential for invaluable exposure and a boost in following from both ends.

September brought with it one of style’s biggest events: New York Fashion Week. As such, it was a golden opportunity to capitalize on collabs. Here are a few of the ways music and fashion came together in NYC this month:



Future onstage at Philipp Plein

LIVE RUNWAY SOUNDTRACK

Philipp Plein, a German fashion designer, is known for putting an edge on luxury. His live runway show played host to the American rapper Future, who provided the live soundtrack for the display. The resulting piece of united live entertainment received coverage from many major news outlets and days later is still generating buzz. Plein is incredibly relevant, having just dressed Mayweather for the McGregor fight and Future’s official Instagram has 11.2 million followers, making the venture mutually beneficial.

MUSICIANS TURNED DESIGNERS

It seems natural that a star in the music world would be capable of seamlessly executing the transition to fashion mogul. This is exactly what we have seen with

Rihanna’s foray into the world of style. The already-established celebrity presented her Fenty x Puma return to Fashion Week after two seasons in Paris on September 10th. Her runway show featured a motocross theme, complete with motorcycle stunts executed across mounds of pink sand. The show received accolades from critics at Vogue, The New York Times, and USA Today, just to name a few. The singer-turned-designer’s collaboration with Puma has not only been good for her reputation, instead the release of their line triggered Puma’s 17 percent growth in America.

PRODUCER COLLABORATIONS

Runway shows have become increasingly complex demonstrations of spectacle. Simply sending couture clad models to walk a runway is no longer enough to captivate an entire audience. Desigual’s SS18 New York Fashion Week show is a perfect example of the extreme coordination required to produce a successful show. The established brand brought in producer and DJ Sam Spiegel to craft a tailored soundtrack. Spiegel’s previous work includes scoring and compiling the soundtrack for Spike Jonze’s *Yeah Right!* and spots with Adidas, Nike, and Toyota among others. His compilation for the show complimented the visions of Director Jean-Paul Goude and Choreographer Ryan Heffington.

(Continued on Page 5)



Desigual’s Spring/Summer 2018 Collection

STORM TRACKER

The STORM rages on for our alumni artists. Here's what they were up to this month!

We have seen just a fraction of the possibilities when it comes to music and fashion colliding. Although designated events such as Fashion Week provide a convenient entry into these sorts of collaborations, productive movement in this regard is not limited to the few weeks each year that the public is closely watching the fashion industry. It is of immeasurable benefit for music and fashion to explore collaborations year-round, especially in the pursuit of staying ahead of, and even creating the trends.

Rihanna rides in to the Fenty x Puma runway show.



Khalid
(STORM No. 47)

KHALID

Breakout R&B sensation Khalid (STORM #47) has had a meteoric rise to stardom, and this month was no exception. The young musician was September 13th's Most Listened To Artist on Spotify and has recently released chart-climbing collaborations with rapper Logic (STORM #17), Production duo DJDS, and Lorde.



Portugal. The Man
(STORM No. 13)

PORTUGAL. THE MAN

Portugal. The Man (STORM #13) has been on the scene for years, but their single "Feel It Still" (off of their most recent album Woodstock) has gained them a new level of acclaim. The alternative rock track broke the top 20 on Billboard's Hot 100 and has lead the Alternative Songs Airplay chart for 11 weeks.



Sam Smith
(STORM No. 3)

SAM SMITH

Sam Smith (STORM #3) has released his first single since 2015. The song "Too Good at Goodbyes" is quickly gaining traction as a hit and receiving positive reviews from critics and fans. It debuted at #5 on Billboard's Hot 100.

THE KING OF POP RETURNS

While September gave us “The Dutchess” with Fergie’s much-anticipated return, October will bring back the King. The King of Pop, Michael Jackson, is indeed returning in October with Epic/Legacy Records’ release of “Scream” – a curated album of Jackson’s “most electrifying and danceable tracks.” And who doesn’t love some “Thriller” just in time for Halloween?

GAMES GALORE

Winter is coming, my friends. And as the weather cools down, so does our interest in going outside. And what better way to beat the cold and to instead enjoy chilling at home than to settle in with a new videogame! Set for release in October is “Super Mario Odyssey” designed for the Nintendo Switch, “Assassin’s Creed Origin,” and “Call of Duty WWII.” Game on!

FALL MOVIES TO THE RESCUE!

After the worst Summer box office in recent history, Fall is set to usher in a number of hotly anticipated films including Kingsman: The Secret Service (September 22) and Blade Runner 2049, the sequel to Ridley Scott’s 1982 sci-fi cult classic due out on October 6th. Also slated for an October 6th release is My Little Pony: The Movie which will feature voices by Emily Blunt, Kristin Chenoweth, and many others including singer/songwriter Sia who will perform the role of “Songbird Serenade.” And we are looking forward to Thor: Ragnarok and Justice League due out in November to drive fans to theatres with their collective super powers.

WHO DO VOODOO

Everyone talks about summer festivals, but October’s Voodoo Music Experience, in the heart of New Orleans, challenges the summer fests with an attitude of its own. What better way to cap off an awesome summer of music than one last weekend of some huge-name acts. This year’s event features Kendrick Lamar, Foo Fighters, The Killers, and more!

HORROR RULES

2017 has been a huge year for horror – from Get Out to Annabelle to It, some of the most critically acclaimed films of the year have been terrifyingly good! Continuing the trend just in time for Halloween is season 2 of Netflix’s hit series Stranger Things (October 27th). The much-anticipated second season is expected to be darker and scarier – so get ready to settle in and binge this thriller with the lights on (or not, if you are brave).

THE 20 ARTISTS ON OUR RADAR

Rank	Artist	Audio/Video	Label	Target Demo	Score
1	CHEAT CODES	 	Spinnin' Records, Parlophone, 300 Ent., Warner Music Group	20-Somethings, Young Professionals	13832
2	PIA MIA	 	Interscope Records	Teenagers, College Kids, 20-Somethings	1863
3	OZUNA	 	Sony Music Latin	20-Somethings, Young Professionals	1572
4	ALEX AIONO	 	Interscope Records	Pre-teen, Teenagers	976
5	RICH CHIGGA	 	EMPIRE Distribution	Teenagers, College Kids, 20-Somethings	306
6	SAINT JHN	 	forROME	20-Somethings, Young Professionals	143
7	WHITNEY	 	Secretly Canadian	20-Somethings, Young Professionals	136
8	BNQT	 	Bella Union, Dualtone Records, Last Gang	20-Somethings, 30-Somethings	123
9	BIG THIEF	 	Saddle Creek	20-Somethings, Young Professionals	100
10	PANDA EYES	 	Independent	20-Somethings, Young Professionals	86
11	VÉRITÉ	 	Independent	College Kids, 20-Somethings	53
12	WHISKEY MYERS	 	Spinefarm Records	20-Somethings, 30-Somethings	32
13	KONDI BAND	 	Strut Records	20-Somethings, 30-Somethings, Young Professionals	15
14	SABA	 	Saba Pivot, LLC	College Kids, 20-Somethings	11.5
15	FLETCHER	 	Independent	Teenagers, College Kids, 20-Somethings	11
16	RAINBOW KITTEN SURPRISE	 	Audiotree Music, RKS Recordings, Split Rail Records	20-Somethings, Young Professionals	10
17	ALICE PHOEBE LOU	 	Edel AG	College Kids, 20-Somethings	6
18	CAYETANA	 	Tiny Engines	20-Somethings, 30-Somethings	1
19	THE BONGO CLUB	 	Independent	20-Somethings, 30-Somethings	1
20	JUBILEE	 	Mixpak	20-Somethings, Young Professionals	.08

STORM WARNING

CLICK HERE FOR









STORM has a new formula!

Artists are now ranked by the **number of Shazams** for their most recent track, divided by the number of days that track's been available online.

Click on the SoundCloud and YouTube icons next to each artist on the chart for featured audio tracks and video performances.

Also, check out our comprehensive **Spotify playlist** by clicking on the buttons above.

SYMBOL KEY

-  Twitter
-  Facebook
-  YouTube
-  SoundCloud
-  Genre
-  Similar Artists

1 CHEAT CODES

📺 87K 📺 536K 📺 277K

🔊 EDM

© The Chainsmokers, Lost Frequencies

This LA-based dance music trio has worked with big names ranging from Demi Lovato to David Guetta. Their single "No Promises" is getting major radio play and sparked their No Promises World Tour. A Spotify sensation, they are currently the 54th most streamed artist in the world.

Photo © by Jared Thomas 2017



2

PIA MIA

📺 694K 📺 3.1M 📺 967K

🔊 R&B, Pop

© Tinashe, Ariana Grande

Born in Guam, Pia Mia originally gained notoriety through her YouTube videos and moved to Los Angeles to pursue her dreams of stardom. She has recently released popular tracks with big names including Chris Brown, Tyga, Jeremih, and G-Easy.

Photo © by Solmaz Saberi 2017

"Musically, Pia Mia leans towards soulful pop numbers that bring in elements of R&B; and have a buoyant, arena-ready feel. Many of her songs are deeply personal, often touching on the singer's experiences with love and heartbreak."

— Emily Zemler,



3

OZUNA

📺 274K 📺 3M 📺 6.8M

🔊 Reggaetón

© Daddy Yankee, Yandel

Hailing from Puerto Rico, Ozuna is a Reggaeton singer and songwriter who has been writing songs since the age of 12. He released his new single "Criminal" with Natti Natasha on September 1st and the video already has over 70 million views.

Photo © by Dimelo Vi 2017





ALEX AIONO

📺 510K 📺 2.3M 📺 5.2M

🔊 Pop

© Shawn Mendes, Austin Mahone

This singer, song-writer, and multi-instrumentalist first gained a following for his YouTube channel where he posted a mix of vlog-entries and acoustic covers of Top 40 tracks. Following success of his channel, which has 5.2 million subscribers, he released several of his own tracks including "Young & Foolish" which was co-written by John Legend and his own single "Work in the Middle."

Photo © by Nikko La Mere 2016





"In a moment when the act of articulating identity seems both urgent and fraught, there's something comforting about the expanse of contradictions delivered without an answer by this suddenly famous teen-ager from Jakarta.

— Wei Tchou, *The New Yorker*

5 RICH CHIGGA

📺 754K 📺 536K 📺 632K

🔊 Rap

© Ugly God, Tyler the Creator

Rich Chigga is an Indonesian rapper who attracted international mainstream attention after the release of his 2016 viral single "Dat \$tick." His work has gained quite a following, including some controversy over the "ironic" nature of some of his material.

Photo © by Brandon Artis 2017

6 SAINT JHN

📺 7K 📺 6K 📺 31K

🔊 Rap, Hip Hop

© Kaiydo, Fetty Wap

SAINT JHN first got his foot in the door by writing songs for other artists, landing him co-writing credits on Usher's singles "Crash" and "Rivals." Since then, he has released his own diverse material including his passion project concept video for his single "Roses" which now has over 2 million views on youtube.

Photo © by Ryan Plett 2016

7 WHITNEY

📺 21.7K 📺 54K 📺 N/A

🔊 Indie Rock

© Father John Misty, The Shins

This band is built around the songwriting duo Julien Ehrlich and Max Kakacek, both formerly members of Smith Westerns. This year they released two songs on Spotify Singles, highlighting their signature country-influenced indie style.

Photo © by Daniel Topete 2016



8 BNQT

1,730 5,768 N/A

Indie Rock

© T. Rex, The Black Keys

BNQT is a collaborative supergroup made up of five established indie rock vocalists. Their debut album "Volume 1" was released in April of this year and includes 2 new songs written by each artist for a total of 10 originals.

Photo © by Rob Gungor 2017



9 BIG THIEF

5,319 23K N/A

Indie Rock

© Sylvan Esso, Mac Demarco

This Brooklyn Indie rock band, fronted by writer Adrienne Lenker, brings its audience songs with powerful lyrical narratives. Their highly anticipated second record "Capacity" was released in June and is receiving positive reviews.

Photo © by Shervin Lainez 2016



10 PANDA EYES

11.4K 80K 71K

EDM, dubstep, glitch-hop

© Skrillex, Nero

Panda Eyes is an electronic dance producer from Zurich with his own brand of glitch-hop. His new album dropped on September 1st, and provides listeners with 12 tracks that encompass his own style.

Photo © by Alex Krichhoff 2017





11 VÉRITÉ

📺 14.9K 📺 38K 📺 17.6K

🔊 Electro-Pop, Alt-Pop

© Phoebe Ryan, The 1975

Brooklyn-based artist VÉRITÉ first became one to watch when her self-released single "Strange Enough" reached Number 1 on Hype Machine and made her the Number 1 Most Viral Twitter Artist the week of release. Her debut album "Somewhere in Between" was released in June of this year and does not disappoint, providing fans with 13 tracks perfectly aligned with her electro-pop style.

Photo © by Eric Ryan Anderson 2016

"For an artist with mainstream appeal like Byrne's—her catchy, synth-driven, artfully written pop songs could, with a label's influence behind them, kill on the radio—to patiently develop unmolested by outside influences makes Vérité a rarity in an industry that prefers to shove indie discoveries into a studio with proven hitmakers like Max Martin or Dr. Luke."

— Fan Zhong, *W Magazine*

12 WHISKEY MYERS

📺 55.6K 📺 191K 📺 18.4K

🔊 Rock

© Lynyrd Skynyrd, Chris Stapleton

Whiskey Myers is just about the most traditional Southern rock group still actively making music. Influenced by bands like Lynyrd Skynyrd and Hank Williams, the band

adds a modern country twist to the southern-rock genre.

Photo by Kaycie Dorsey 2016.



13 KONDI BAND

📺 N/A 📺 1214 📺 N/A

🔊 Afro-Electronic

© Francis Bebey, Mbongwana Star

The Kondi Band is a collaboration between Sierra Leonean Sorie Kondi and US producer/DJ Chief Boima, which began when Boima discovered a video of one of Kondi's tracks "Without Money No Family" and made a remix. Since then, Kondi traveled to the U.S. where the duo have played several gigs and recorded new collaborative music.

Photo © by Alexis Maryon 2016



"From an unofficial remix to a forthcoming debut album spanning five cities, three continents, and two generations of Sierra Leonean musicians, The Kondi Band is testament to the importance of globalized cultures, such as the one born of the black Atlantic."

— Laurent Fintoni, *The Fader*

14 SABA

44K 11K 13.2K

Rap, Hip Hop

© Lupe Fiasco, Smino

Saba is a self-described "ultra nerd" rapper and producer from Chicago and a member of the rap collective Pivot Gang. He is known for his detailed lyrics, dedication to both old-school styles and satisfying the new generation of consumers, and successful collaborations with Chance the Rapper.

Photo © by Tom Vin 2017

"Twenty-two-year-old Saba just might be Chicago rap's best kept secret...His beats are melodic and jazzy; his specialty is lush instrumentation atop contemporary percussion (he gets it from his papa, a neo-soul artist named Chandlar). Saba's lyrics are honest and emotive, and plays with cadence as only a kid who grew up on Twista, Bone Thugs-N-Harmony and piano lessons could."

— Rolling Stone

15 FLETCHER

📺 45.7K 📺 32.6K 📺 25K

🔊 Pop, Power Pop

© Sara Bareilles, Katy Perry

Since receiving major recognition as a Spotify spotlight act following the viral release of her debut single "War Paint," FLETCHER has been cultivating a growing following for her brand of power pop. Recent single "Wasted Youth" earned her the #1 spot on Billboard's Emerging Artist Chart and Artist to Watch nods for 2017 from TIME, Entertainment Weekly & more. Her first full-length project is expected in 2018.

Photo © by Guerin Blask 2017



16 RAINBOW KITTEN SURPRISE

📺 7,534 📺 19.4K 📺 11.8K

🔊 Indie Rock, Folk-Rock

© alt-J, Kaleo

Rainbow Kitten Surprise came out of Boone, NC, initially as a duo and then expanding to the full-fledged band that we see today. The band has been around since 2013, but has

recently been gaining more traction, ending 2016 with 14 sold out shows across the U.S. and has plans to release new material this year. Photo © by Emily Quirk 2017



17 ALICE PHOEBE LOU

580 57.8K 29.3K

Indie Rock, Folk

© Florence + the machine, Fiona Apple

Alice Phoebe Lou fell in love with the street music scene in Berlin while traveling Europe after finishing school. Determined to use music as a tool for positive change, she raised enough money to release her independent first album "Orbit."

Photo © by Christopher Hamilton 2016





18 CAYETANA

📺 6,219 📺 14.9K 📺 350
🔊 Indie Pop Punk, Lo-Fi Punk Rock
© Sleater-Kinney, The Waitresses

Philadelphia's punk-inspired trio Cayetana have been on the scene since they released their home-recorded three-track demo in 2012. They are gaining notoriety now for their second full-length album "New Kind of Normal."

Photo © by Chris Sikich 2017

19 THE BONGO CLUB

📺 67 📺 2,839 📺 199
🔊 Rock
© The Wombats, Royal Blood

Swedish Rock band The Bongo Club got their start when they released their debut album "Be Careful Not to Stare" in 2015. Their classic rock sound carried them forward through a European tour and the release of their single "All She Said" which received airplay and earned them the #1 spot on Spotify's Viral Top 50 list.

Photo © by Carina Walter 2016



20 JUBILEE

📺 12.5K 📺 8,898 📺 N/A
🔊 Trap, Bass House
© Destructo, NGHTMRE

First entering this industry via the rave scene, DJ and producer Jubilee pulls from Miami bass, grime, and dancehall to create mixes made for a dancefloor. Her debut album "After Hours" stays true to her club roots, giving her listeners some insight into the atmosphere of the parties she has become known for hosting.

Photo © by Squid Stills 2016



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