

VALERIE ETIENNE
2117325
BMTY7000
CREATIVE MUSIC MANAGEMENT
PORTFOLIO

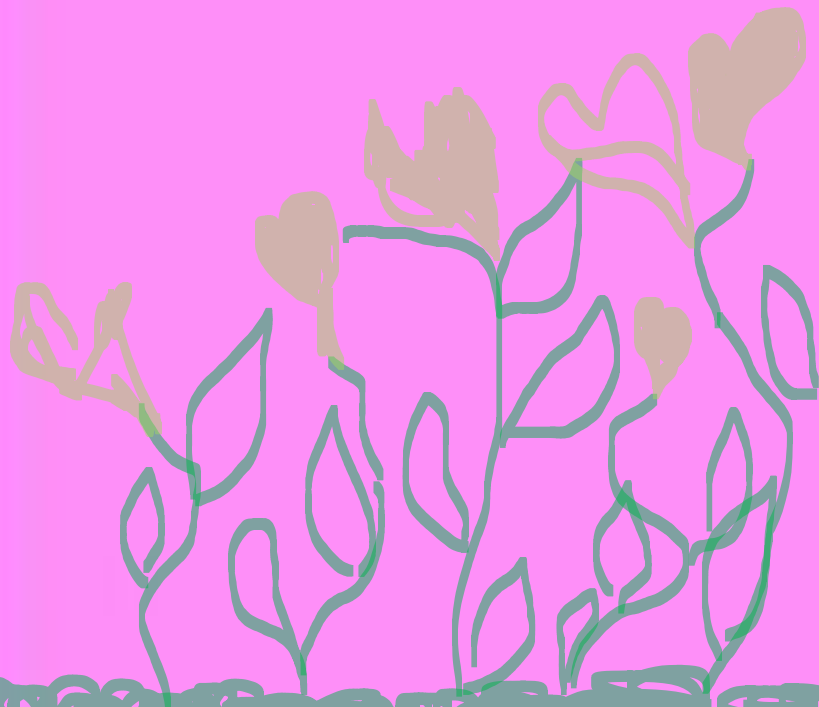
HARRY LECKSTEIN



ASSIGNMENT TITLE	
LIST OF CONTENTS ;	
FANCHON 'HAVE A HEART' IMAGE (CHOSEN BY ARTIST) BUT EDITED SLIGHTLY BY MYSELF TAKING HER BRIEF OF A 'DIY' AESTHETIC ADDING DRAWN/SCRIBBLE ASPECTS.	01
HAVE A HEART ALTERNATIVE SINGLE ARTWORK (CHOSEN BY ARTIST) WITH COLOUR EDITING ON THE TEXT BY MYSELF	02
HAVE A HEART SINGLE RELEASE CAMPAIGN ARTWORK (CHOSEN BY ARTIST) WITH WRITTEN & COLOUR EDITING BY MYSELF	03
POSTER ARTWORK (DESIGNED BY FANCHON) ADDED BRIEF INFO TEXT BY MYSELF	04
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FANCHON
HAVE A HEART







on all digital
PLATFORMS

Have a Heart

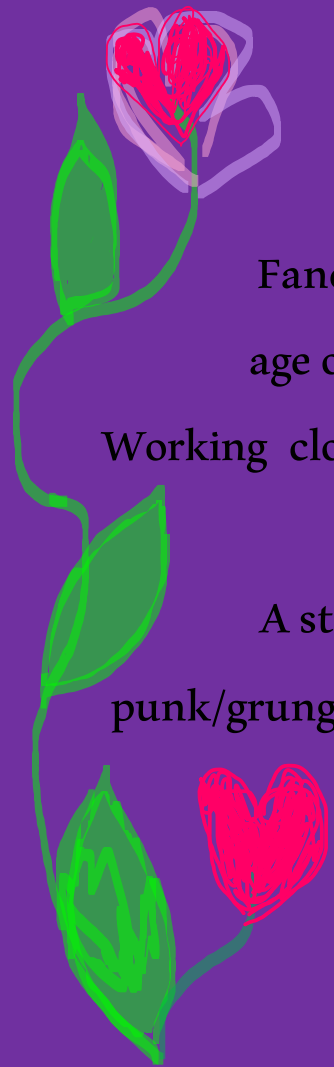
FANCHIONS

Single Release Campaign

A pink heart-shaped banner with the word "FANCHON" written in a bold, black, sans-serif font. The banner has a scalloped edge and a small white tag on the left side. The background is a dark blue sky with a full moon and a large, fluffy white cloud at the bottom.

FANCHON

ONLINE SINCE
2015
LIVE!! WITH HER
BAND IN 2022



BIOGRAPHY

Fanchon Dehillotte is a unique artist...uploading cover material from the age of 15 via her YouTube channel, she started to build an online audience.

Working closely with guitarist/producer Rasvan Nicolae she released 3 singles; 'Band Aid' 'Unravelling' and 'Doves' in June 2020.

A strong visionary ..she has cultivated a unique look and sound, mixing a punk/grunge aesthetic with a soft poetic and emotive approach. She has recently started collaborating with her bandmate Frazier Holloway.

- ☒ Excel Finance Sheet (tom)
- ☐ Live Lounge: 2 guitar stripped back version
 - ☐ book out tileyard underground live room (fanchon)
 - ☐ Moody lighting (kieran)
- ☐ Liquid Remix (Liam)
 - ☐ Send stems (fanchon)
- ☐ Single Cover (kieran)
 - ☐ Remix Cover (inverted colour)
- ☐ Visual Promo material
 - ☐ Cartoon ? (kieran)
 - ☐ Plan for a fake photoshoot
 - ☒ Music / Lyric Video
 - <https://www.youtube.com/watch?v=fS2vIEyHcRc>
 - ☐ Film
 - ☒ Edit (fanchon)
 - ☐ Recording / filming a rehearsal
 - ☒ Electronic Press Kit (fanchon)
 - Work in progress: <https://fanchondehillotte.wixsite.com/electronicpresskit>
 - ☒ Website (fanchon)
 - <https://fanchondehillotte.wixsite.com/music>

- ☐ Plan (Fake) Playback Party (kieran)
 - ☐ Draft email to invite press
 - ☐ Who do we invite ?
 - ☐ Lighting / decoration
 - ☐ Who can be invite to sponsor (drinks or food)
- ☐ Merchandise
 - ☐ Lighters, papers...
 - ☐ Tshirts - Everpress !
 - ☐ Guitar picks (to give out for free at gigs)
 - ☐ Physical music (punk fans still buy cassettes, vinyls, cds)

BUDGET WILL GO TOWARDS

- Press packs
- Instagram / facebook / spotify ads
- Hiring a photographer for a photoshoot ?
- Decoration / lighting for live lounge and event
- Creating merch ?
- Hiring a band to open at the event (maybe two bands even, Miso Extra ??)



75% \$ % .0 .00 123 Times New... 12 B I S A

1 fx DETAILS

	A	B	C	D	E
	ACTIVITY	DETAILS	COST £	BUDGET £	
	Single Creation	Recording, production and mixing done by band	0	5000	
	Remix	Collaboration with producer	0	5000	
	Sleeve Artwork	by artist	0	5000	
	Artist Website	by artist	0	5000	
	Electronic Press Kit	by artist	0	5000	
	Social Media Advertising: Facebook and Instagram	automated advertising	100	4900	
	Spotify Marquee Advertising		200	4700	
	Press Distribution: Submission Websites and Apps		300	4400	
	Showcase: Venue Hire	Xoyo Shoreditch.Cap 200-800 hirespace.com	650	3750	
	Showcase: Opening Band Hire	Deja Blu - female fronted electronic shoegaze London based band	200	3550	
	Showcase: Front of house engineer	Hire someone from the venue	100	3450	
	Showcase: Equipment Hire	Monitors for 2 guitars, one bass, two mics and drum kit (truesoundhire.co.uk)	125	3325	
	Showcase: Decoration	ideas: dried flowers, fairy wings to decorate front of stage	50	3275	
	Showcase: Physical Poster Promotion	100 posters package + 2 large prints of social media board (helloprint.co.uk)	45	3230	
	Showcase: Mood Lighting Hire	LED in green and pink (truesoundhire.co.uk)	100	3130	
	Showcase: Cameraman and Editing	£200 for 2 hour show, estimated editing £100 as we will provide sound (quote from ukcameracrewing.co.uk)	300	2830	
	Showcase: Photographer Hire	Same photographer to take showcase pics as from photoshoot, price covered below	0	2830	
	Merchandise: T-Shirts	Distributed on Everpress, created according to demand, designed by band	0	2830	
	Merchandise: Lighters and Papers	Lighters are created through Awesome Merchandise and rolling papers are created through Snail Papers	145	2975	
	Merchandise: Guitar Picks	Picks are created in minimum quantities of 50 from The Picks House	35	3010	
	Profesional Photoshoot: Photographer	McVirn Etienne (http://www.mcvirnetienne.com/)	1500	4510	
	Professional Photoshoot: Photo editing	estimation from their price of £25 per hour	100	4610	
	Professional Photoshoot: Locations	Nature background - Hamstead Heath, Urban background - Camden	0	4610	
	Weekly band practice room hire to promote single through gigs	Band practices at Tileyard	0	4610	
				Total Budget used: £4610	
				Remaining Budget: £390	

A photograph of a music studio. In the foreground, a white electric guitar with a pickguard is lying on a wooden floor. To the left, a large black drum set is visible. In the background, a black keyboard is on a stand. The text "Post Dream Comedown" is written in a white, handwritten font across the center of the image.

Post Dream Comedown



Have A Heart - Kaspian DnB Remix V1.6

FANCHON

3 months ago

0:33



4:06



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7



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Language: [English \(US\)](#)

HOME

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SEE LIVE

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FANGCHON





COME TO A GIG:

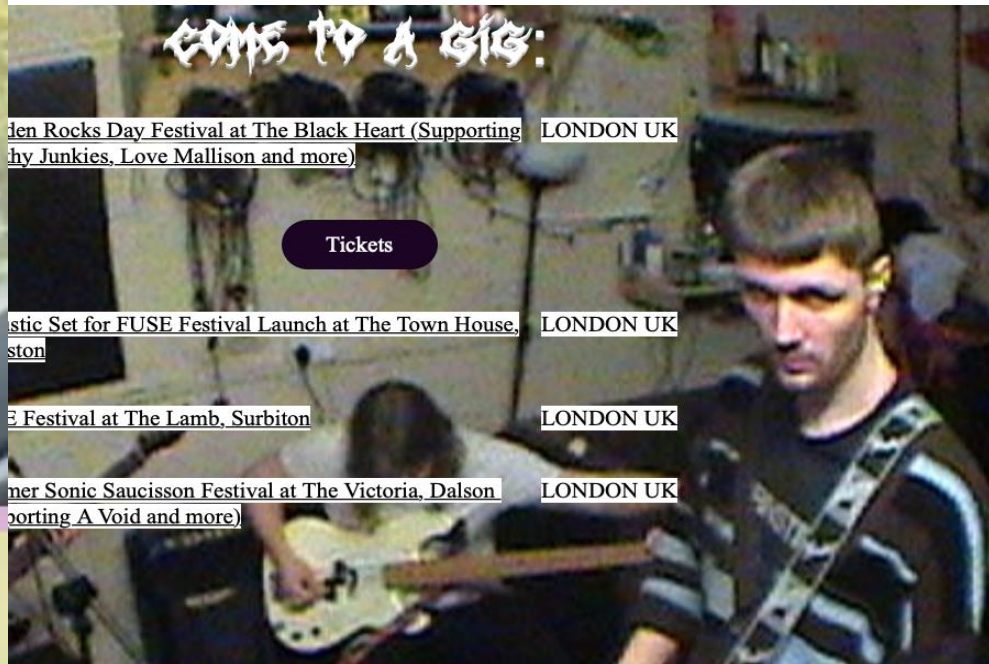
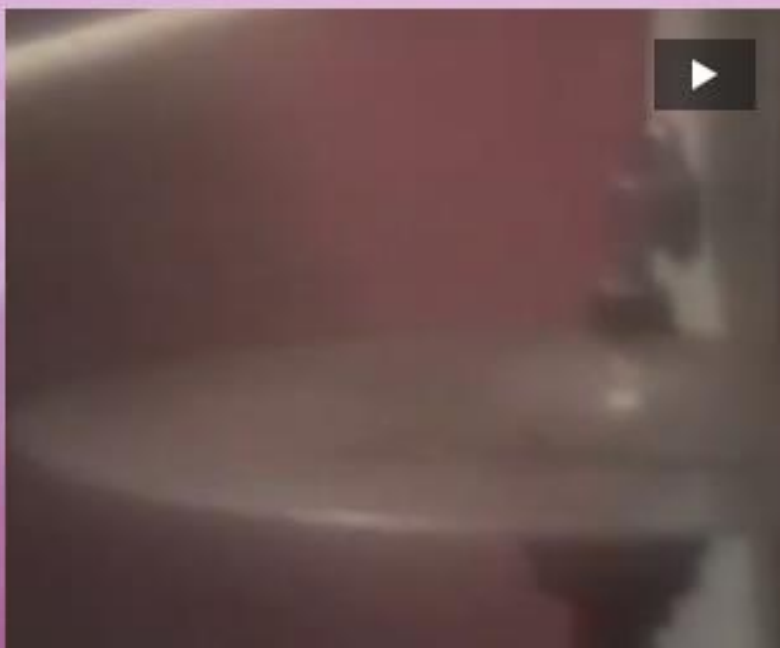
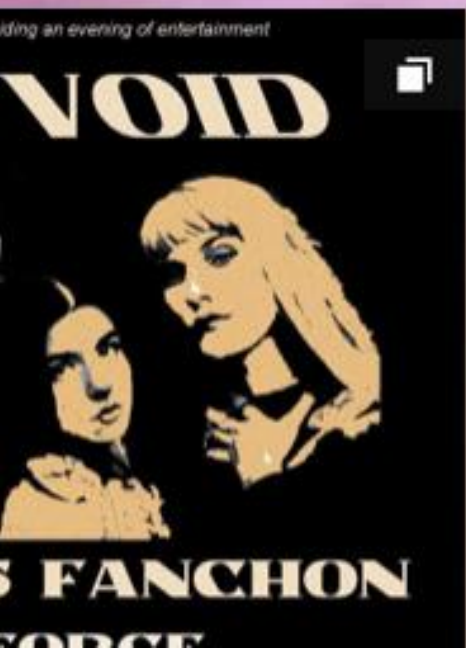
[Golden Rocks Day Festival at The Black Heart \(Supporting
The Jynxies, Love Mallison and more\)](#) LONDON UK

[Acoustic Set for FUSE Festival Launch at The Town House,
London](#) LONDON UK

[FUSE Festival at The Lamb, Surbiton](#) LONDON UK

[Summer Sonic Saucisson Festival at The Victoria, Dalston
\(Supporting A Void and more\)](#) LONDON UK

[Tickets](#)

A person is shown from the waist up, playing a white electric guitar. They are wearing a dark t-shirt with a graphic design. The background is a stage with various equipment and a person in the background.



electronic press kit

Fanchon is a musician and writer, describing her sound as alternative rock infused with dream pop and grunge influences.

In 2020, Fanchon began growing an international listener base through her first 3 released singles: Unravelling, Bandid and Doses. Her new 2022 release 'rsm SMiLE' is shifting the sound to a harder rock direction with the help of bandmate and producer Frazer Holloway.

Through her lyrics, Fanchon intends to empower listeners through vulnerably honest storytelling by reshaping cultural tropes and concepts into personal narratives. She hopes that admitting to difficult emotions and ideas can provide relief and relatability. Fanchon's childhood was spent travelling between France, England, Poland and The Netherlands which inspired sensitive reflections of self-discovery, loss and romance that make their way both into her lyrics and literature.



"...a whole slew of styles into the mix from the punk roots to the alternative rock elements that further add to the track's emotional core. Her ability to cover such a vast range of emotion further helps to give the piece a true kindness to it all, one that has a great power." Fruit Sonic

"Her melodic voice adds a beautiful feminine aspect which works surprisingly well with Holloway's darker edginess. It's that clash of styles that come together to form a symbiotic and grandiose outpouring of beautifully hypnotic music." RED Rock Magazine



Bandmate Frazer Holloway (drums, production)

ARTIST WEBSITE



Bandmate Frazer Holloway (drums, production)

AS HEARD ON:



September 2020



November 2020



December 2020

*For Fans Of: Pretty Sick, Wolf Alice, Deftones, Lana Del Rey, Alice in Chains, Nothing But Thieves



Instagram

Q Search

xfanchonx

Message

130 posts

1,202 followers

967 following

FANCHON

Musician/band

music & words

rsmSMILE out now

linktr.ee/fanchondehillotte

Followed by glittiewood and rachelhillmusicofficial

POSTS

REELS

VIDEOS

TAGGED

FANCHON

@xfanchonx · Musician/Band

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rsm SMILE

Doses

Fanchon

London, UK

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FANCHON is a creative artist and songwriter who describes her sound as alternative rock infused with dream pop and grunge...
[more](#)

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Fanchon

Latest Release

25 FEB 2022
rsm SMILE - Single
1 Song

Top Songs

rsm SMILE
rsm SMILE - Single · 2022

Bandaïd
Bandaïd - Single · 2020

Unravellino

deezer

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Plans

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Fanchon

17 fans

Discography

Top Tracks

Bio

Top Tracks >

1. rsm SMILE