

EMERGING ARTIST AMETHYST SHARES HER DEBUT SOULFUL AND SEDUCTIVE SINGLE 'CAN'T LET GO' OUT SEPTEMBER 16TH



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Mixed and mastered by Jordan Timmz and Max Smith at Numen Studios, who have worked with artists such as Dua Lipa, VC Pines and Ady Suleiman, rising British R&B and soul sensation Amethyst's new single will certainly leave you wanting more. With its sultry and enticing vocals, old school R&B production, and a more than funky bassline it's got all the elements that will make you keep pressing repeat.

Speaking about the single Amethyst said, "This was really the first song I had single handedly written and produced that I felt comfortable enough to share with others to help develop it. I had been stuck in a rut for quite a while as to what direction I wanted to go in with my music but with this song everything just seemed to come together at once. I want people to feel empowered when they listen to this track, it's all about loving yourself, that feeling when someone can't get enough of you because your love is like no one else's."

Through winning a new female led mentoring programme run by Hypertribe to tackle diversity in the music industry, Amethyst was lucky enough to get to work with Joy Crookes as her mentor. She worked closely with her on the demo stages of the single and helped her develop her production skills. "I can't thank Joy enough", says Amethyst. "Without her it wouldn't be half the song it is, she gave me the confidence to believe in myself not only as an artist, but as a producer and writer."

Born and raised in Chichester, Amethyst discovered her love for music by singing along to Disney soundtracks in her living room from age 3 and listening to classical and soca music with her dad on the way to school. She started learning classical piano and violin at 4 but it didn't stop there. Amethyst then went on to learn drums "just because I was a bit of a tomboy and I wanted to learn something different" she says, whilst also teaching herself clarinet and guitar all by the age of 11.

Music wasn't always the goal. Amethyst's main focus was sport. She was a keen netball player and was on the pathway to play for England. "I always thought that was my route, I loved sport and always thought I would be an athlete or a netball player."

However, it wasn't until the age of 16 until she started having singing lessons and everything started to change. Her singing teacher recommended the Academy of Contemporary Music in Guildford where Amethyst went on to study vocal performance. Whilst here she started to collaborate with other musicians, started writing and gigging her own songs but most importantly discovering herself as an artist.

"I'm still finding my sound", says Amethyst, "I think it can take us a whole lifetime to really understand ourselves. For so long we've been told to confine to one genre, but I'm inspired by so many different artists I want to show that in my music!" With influences that spread from Ella Fitzgerald, James Brown and Stevie Wonder to Lianne La Havas, Snoh Aalegra and H.E.R, Amethyst's sound has been described as modern R&B/neo-soul production, tied together with a luscious and soothing soulful jazz vocal.

With an EP due for release early next year and more singles on the way, we can certainly expect a lot from this young rising star. Amethyst's beautiful vocals combined with her unique sound and distinctive look certainly makes her one to watch.

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