

HOT TUNES

CHECK OUT OUR EXCITEMENT-WORTHY PLAYLIST OF NEW ACTS By Britt Collins

01 THEOPHILUS LONDON

Theophilus London isn't Greek or even British, he hails from Brooklyn but – true to his name – he's not your stereotypical US hip-hop artist. 'It's not only about the rap lyric,' he says. 'Today people are buying you as a person.' So he created his brand The Lovers LVRS back in 2009, after the release of his first mixtape. Unlike most musicians who snag endorsements off hit records, his have come from his sense of style – so far collaborations include Del Toro velvet slippers, Cole Haan suede shoes and surf brand Stussy. The fashion world love his flamboyance: he's on Anna Wintour's dinner list, in Karl Lagerfeld's *My Little Black Jacket* book and in *Vanity Fair's* 'Next-Dressed List for 2012'. He gives props to his Auntie Cleo, who used to dress him in a pink tux for church. London's ethos is to 'grab from different cultures and eras'. He was listening to a lot of Talking Heads when he recorded last year's album *Timez Are Weird These Days*, which encompasses electro, post-punk and dance. Inevitably, comparisons are drawn to artists like Prince and OutKast, and he guests on Big Boi's latest single *She Said OK*. His new album, sounds intriguing: 'My music is becoming more bassy. It's like Dre's bass met Bone Thugs, Marvin Gaye and rave.' *The new album Give Me Back The Nights is released through Warner Bros in January 2013*



02 THE DROWNERS

The Drowners could be the perfect indie band. Fronted by a male model, they balance New York cool with a passion for Britpop. Last year Welshman Matthew Hitt met Jack Ridley III, Erik Snyder and David Rubin in a New York bar and bonded over their love of British bands like The Cult and Suede, whose first release they chose as their band's name. Lyrically they favour Jarvis Cocker-style social observation. Their single *Between Us Girls* was 'inspired by the paranoia that comes from people whispering and gossiping,' says Matt, who once modelled for Jil Sander and Gucci. Soon their name will be on everyone's lips. *Between Us Girls single is out now on itunes.apple.com*



03 JAKE BUGG 'I would love to have been born in the 60s,' says 19-year-old Dylan and Hendrix obsessive Jake Bugg. Instead he grew up in the 90s on a council estate in Nottingham. Bugg started writing songs aged 12. Last year he uploaded some of these to the BBC Introducing website and landed a Glastonbury slot. This summer, he supported the Stone Roses on their comeback tour, went to America with Noel Gallagher's High Flying Birds and played Reading Festival. His single *Lightning Bolt*, a mash of Johnny Cash, Buddy Holly and The White Stripes, was used by the BBC in their Olympics coverage. All this before the release of his debut album. Bugg is touring for the rest of the year; catch him before he turns stadium-sized. *The eponymous debut album is released through Mercury Records on 29 October*

04 HAIM

Jamming with your parents isn't most people's idea of a good time. Siblings Este, Danielle and Alana Haim spent their youth in Los Angeles doing just that. 'Sometimes I'd get embarrassed about song choices,' says Danielle of her time in family band RockinHaim. 'My parents would pick what songs we'd cover, like Santana.' Five years ago, they formed their own band Haim, which has its roots in classic rock but owes much to artists like Aaliyah and TLC who soundtracked their school days. So far, they've released just one EP, *Forever*, but love nothing more than playing live.

Haim's UK tour starts 10 November



05 MELODY'S ECHO CHAMBER

Melody's Echo Chamber is the latest incarnation of Melody Prochet, who previously fronted My Bee's Garden. Despite being a native Parisian, her dreamy debut album sees her experiment with a French vocal for the first time. 'I've always been a fan of French singers but I never thought I was good enough,' she says. Her confidence has partly come from the wizardry of Kevin Parker (from Aussie rock trio Tame Impala) who helped craft the album in his studio in Perth. The soaring vocals were recorded alone at her grandparents' house. More psychedelic and less pop than her previous work, Melody's Echo Chamber mixes Parker's unruly guitar with her St Etienne-style vox. It's a formula that Melody, who studied classical music, had craved but was never able to achieve before. 'This record was my dream sound.' *The self-entitled album is released through Weird World on 5 November*