JEWELiA

JEWELIA SHARES THE NEW SINGLE ‘LOSER’ - LISTEN HERE

THE NEW ALBUM ‘LITTLE WINS’ FOLLOWS ON APRIL 19TH - PRE-SAVE HERE

ALBUM LAUNCH SHOW CONFIRMED AT THE LEXINGTON ON APRIL 21ST

“Radiates joy.” - **Clash**

“A fun and exciting alternative pop artist.” - **Clout**

“An artist poised for even greater heights in 2024.” - **House of Solo**

“2024 is kicking off in style for Jewelia.” - **Women In Pop**





Jewelia’s previous single **‘Invisible Wall’** sparked a run of tastemaker attention ahead of the **April 19th** release of her new album **‘Little Wins’**. Growing anticipation for the album has seen **Jewelia** pick up support across the board, from **Abbie McCarthy**, **Amazing Radio**, **Clash**, **CLOUT, Daily Star**, **EARMILK**, **House of Solo, The Honey Pop** and **Women in Pop**. Now **Jewelia** keeps that winning streak going by sharing the new single **‘Loser’**.

New year’s resolutions: remember those from back when the days were dark and cold? Studies show that most such ambitions fizzle out around now, and that is a big part of what inspired **‘Loser’**. Almost everyone struggles with procrastination and a lack of confidence at times, but that’s entirely normal: self-improvement is a matter of slow steady progress. It’s fitting, then, that **‘Loser’** sounds like a celebration as **Jewelia** shares her own vulnerabilities within a feelgood early **2000s** pop-rock sound with a contemporary bedroom pop edge that will connect with fans of **Em Beihold** and **Baby Queen**.

Jewelia says, *"'Loser' is about all those times when we couldn't push ourselves out of our comfort zones. When we wanted to say something but were too embarrassed or shy to say it. When we wanted to learn how to play an instrument or learn that new language but always found an excuse that there was no time. When we let an opportunity slip away because we lacked the courage or the confidence. This doesn't make us losers, just humans."*

'Loser' was written by **Jewelia**, who also produced the track with **Andy Denyer**. It was completed with mixing courtesy of **Niko Battistini** (**Charlie XCX**, **Caroline Polachek**).

'Loser' joins **'Invisible Wall'**, **'Second Best'** and **'Strong In My Own Way'** in previewing the **'Little Wins'** album. It marks a valiant evolution in her style, with a focus on laser-sharp pop hooks, nostalgic sonic influences and a flair for sharing relatable issues with both bravery and personality. Fans instantly reacted, leading to **£8000** worth of advance backing in a month via a **Kickstarter** campaign.

'Little Wins' is available to pre-order or pre-save **HERE**.

Jewelia will celebrate the release of **'Little Wins'** by playing a special album launch show at **The Lexington** in **London** on **April 21st**. Tickets are available **HERE**.

Jewelia - real name **Iulia Tache** - was simultaneously studying law and attending the **Music Conservatoire** in **Bucharest** in her homeland of **Romania** when her desires were pulling in opposite directions. Law's loss was music's gain, and **London's** too, as she relocated to the UK to make her artist dream a reality. After being compared to **Kate Bush** and **MARINA** with her debut album **'City of My Mind'**, she has dropped a steady succession of releases with almost two album's worth of material following since.

Follow Jewelia:
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