

**THE ITCH SHARE NEW SINGLE
'IT'S THE HOPE THAT KILLS YOU (HOPELESS VERSION)'**

**DEBUT ALBUM
IT'S THE HOPE THAT KILLS YOU
OUT NOW**

**MORE FESTIVAL PERFORMANCES & HOLY F*CK SUPPORT TOUR
THIS AUTUMN**



Credit: Hannah Murrell ([hi res here](#))

The Itch share '*It's The Hope That Kills You (Hopeless Version)*', a reimagined version of the titular track from April's debut album *It's The Hope That Kills You* [Fiction/I OH YOU].

The first studio recording that Simon and Georgia have put together with The Itch's full live band; '*It's The Hope That Kills You (Hopeless Version)*' reflects the evolution that the track has undergone during The Itch's time on the road.

[LISTEN TO 'IT'S THE HOPE THAT KILLS YOU \(HOPELESS VERSION\)' HERE](#)

This marks The Itch's first release since May's *Drugdealer EP*. An exercise in creative transparency and reimagination, the EP excavates the single 'Drugdealer' from its earliest stages as voice note recorded by Simon in Brockwell Park and its original, fleshed-out demo, before 1-800 GIRLS, Ghost Culture and Australian newcomer MASTRRANG each reimagine the track in their own image.

[LISTEN TO DRUGDEALER EP HERE](#)

Over the course of a debut album which finds harmony in juxtaposition, Simon & Georgia pool a hundred different touchstones to create something entirely singular. *It's The Hope That Kills You* is crisp yet dishevelled. Introspective yet exuberant. And delivered with candid conviction while wry sarcasm consistently looms moments away.

Remixes for each of *ITHTKY*'s singles have seen The Itch teaming up with [The Twins](#), [1-800 GIRLS](#) and [Tom Sharkett](#).

It's The Hope That Kills You arrived in April 2026 in a collaborative record deal between Fiction Records [The Cure, Kae Tempest] and I OH YOU [Confidence Man, Rolling Blackouts Coastal Fever]. Vocoder-topped europop gem 'Space in the Cab' and The Itch's metamorphic, 7-minute long debut single 'Ursula' feature in the albums tracklist alongside 'Drugdealer'.

Pairing undulating dancefloor fillers with disenchanted pop songwriting, Simon & Georgia have captured a moment in time to conjure a debut offering which is both a product of and an antidote to an age of pessimism.

2026 has seen The Itch gracing festival bills across the UK and Europe, including stops at Green Man, Forwards, The Great Escape, Haldern, and Dot to Dot. The duo's Green Man appearance filled the Rising Stage to capacity during their Sunday night headline slot, before taking to the DJ decks alongside Hot Chip's Alexis Taylor, Fcukers and Another Country \$\$\$\$ for a surprise late-night set.

A support tour alongside Holy F*ck is still to come this year, alongside festival performances at Iceland Airwaves, Mutations and Heartbroken.

[Order It's The Hope That Kills You Here](#)

Text SCRATCH to +44 7466248475 to get access to ticket presale, exclusive previews and other news.

Live dates

19 Sep - Dublin, Button Factory *
21 Sep - Glasgow, Stereo *
22 Sep - Salford, The White Hotel *
23 Sep - Brighton, CHALK *
24 Sep - London, Scala *
23 Oct - Brighton, Mutations Festival
24 Oct - Southampton, Heartbroken Festival
07 Nov - Reykjavík, Iceland Airwaves Festival
28 Nov - London, Public Assembly all-dayer @ The Cause

*w/ Holy F*ck

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