

BLOOM – LAURIA's Soulful Ode to Flourishing and Devotion

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BLOOM – LAURIA's First EP

Official Release: April 2nd, 2021

- Sensual rhythms for late nights, spending time appreciating the subtleties of music.
- Alternative R&B meets neo soul.
- A woman's confidence that can be seen in the subtleties of her movements and the rhythms of her creations.

It is a moment all artists look forward to singer/songwriter LAURIA is releasing her EP: BLOOM. The EP will be coming out on Friday, April 2nd, 2021. The songs are all produced by the Brooklynite beat maker Shae Buttah, mixed by JP Villemure and mastered by Marc Thériault from Le Lab in Quebec province.

This unique collection of work will be released on all legal streaming platforms including Spotify, YT music, Apple music, Deezer, Amazon music, Tidal and Napster as well as on LAURIA's YouTube channel and on her website, laurianow.com.

BLOOM will take a new direction in genre than LAURIA's last five singles. The four songs embrace a style of alternative pop, sometimes dabbling in neo soul, inspired by the past works of Jhene Aiko, Summer Walker and Erykah Badu. The theme of this project can only be

described in one word: Growth...or rather Flourishing. This short album tells several stories, some lived by LAURIA, others witnessed. LAURIA writes about true, genuine, and heartfelt love stories, and the vulnerability and weakness they can create. A common thread: confidence and pride, universal emotions. The magic ingredient comes from the percussions, reminiscent of trap/hip-hop beats.

If you allow your emotions and devotion to be awakened, BLOOM will be an experience worth your time. Enjoy it with a glass of wine and closed eyes.

"It was such an adventure to create and perfect this collection of works over the last year. 2020 can only be described for me as a rollercoaster of events and emotions. Creating this EP in the ups and downs of this ride wasn't always easy, but we came out stronger and humbled by our experience." Says LAURIA about her first EP.

Lucky for LAURIA fans, this is not the only surprise of the season. On the very same day of the launch, LAURA will be premiering her second music video for one of BLOOM's song, *Carefully*.

You can expect Lauria using her flamenco background to create beautiful black and white visuals with her body. With only light and shadows, the video is made to enchant and soothe viewers on the languorous melody of the song. Blossoming from her past projects, LAURIA has prepared an artistic work music video.

Find previous press quotes here:

"The potential she's got is unmistakable, and if she's got more material that can be as effective and artfully arranged as this song, it's safe to say that she can make herself comfortable in the American pop music scene, because she's going to be around for a very long time to come."

Patton, T. (2018) Lauria New Single 'Losing Me'. Skope Mag.
<https://skopemag.com/2018/06/16/lauria-new-single-losing-me?fbclid=IwAR3A6cDS3I-9QlXpj9BruWoFuSfVaA1wVGBwPmPZLwRmjzJotvEFV7HuTfc>

"She could be a huge pop star. She could rock arenas and pack stadiums full of people to see a wild, elaborate show with lights and flames and sparkling set designs. She could mix ballads in with fiery anthems of nightclub destruction and unstoppable dance fever. Or she could be a crooner. She could own the little clubs that live in the darkness. She could own indie rock radio and cultivate crossovers with artists equally as experimentally minded as she is. She could be an alternative pop hit."

Rand, M. (2018) Lauria drops new single. Mob Angeles. http://mobangeles.com/lauria-drops-new-single/?fbclid=IwAR1c2bDbO3PJJoXUCRIJ9ITZ_bjtgV-NwltX8lcZQwAMs8lOO5Kdd-eiGay4

"Lauria has this underlying confidence that put me at ease. The music warmed up to me and I like its little nuances."

Eaton, C. (2018) "Losing Me" by Llauria" Pangea Media Group.
<https://pangeamediagroup.blogspot.com/2018/08/losing-me-by->

lauria.html?fbclid=IwAR2ICZkVCTZkS-B7Tw8dCOZ6ioBISXjLGyAGSlaGDgFSEKomimHaAZx2P0Q

"You can tell her artistry is looking ahead and she's carving out her own path."

Reynolds, L. (2018) Lauria releases new single. Valhalla Music blog.

<https://valhallamusicblog.blogspot.com/2018/07/lauria-releases-new-single.html?fbclid=IwAR3Gg621-tQThgodrj-n2jftEdUU-0szFTYXzCLyOGYtisb04xNObYRANG4>