



## THE BUBBLEGUM POP PUNK PROVOCATEUR ASHNIKKO

**Ashnikko** is the blue haired pop provocateur whose music ricochets around themes of empowerment, vengeance and sexual positivity. She released her debut mixtape **DEMIDEVIL**, earlier in the year, in which she swung punches at the patriarchy and turned the male gaze on itself again and again. Ashnikko tackles life head on with brutal honesty and side splitting humour - nothing is out of bounds!

2020 was a whirlwind for this rising star; turning heads on the BRIT's red carpet with her subs in tow, touring with **Danny Brown**, joining forces with **Grimes** on track 'Cry', collaborating with Music Week Award-nominated **Beats by Dre** campaign and pre-lockdown confirming three sold out headline shows in London and a **Doja Cat** support tour.

Having also sold out her entire **DEMIDEVIL UK** and **US** tours in autumn of 2021, Ashnikko's 'Daisy' was nominated for **Best Push** at the VMA's, **Best Contemporary Song** at the prestigious Ivor Academy Awards and ends the year by releasing two very special polarised and personally reflective singles 'Panic Attacks in Paradise' and 'Maggots'.

### INTERNATIONAL

Daisy and Stupid both certified Gold in the US. Top 100 airplay singles in Austria, Belgium, Brazil, Chile and #1 in Turkey [Daisy]. Daisy is BPI certified silver in the UK with 250K sales (up to chart week 11).

## HIGHLIGHTS

### RECENT HIGHLIGHTS

King Kong mag cover, Wonderland, Rollacoaster, BBC, Dazed digital, Nylon, Miss Vogue, Complex, Notion, i-D, Hunger, CLASH, Billboard

### RADIO

Radio 1, KISS & KISS Fresh, Capital FM and Apple Music 1 Playlist. Support from Annie Mac, Scott Mills, Rickie, Melvin and Charlie, Clara Amfo, Nick Grimshaw, Jack Saunders, and Travis Mills

### PRESS

FADER, TMRW Ones to Watch, VOGUE, Wonderland, Complex, Notion, i-D, Time Out, Hunger, Dummy, The Independent, Sunday Times Style, CLASH, The Financial Times Cover, Billboard, DAZED, Kyra, CRACK, The Telegraph, NME, Dazed, Elle and more!

### STREAMING

Over 1.7 billion streams and 615 million video views across repertoire. Over 100 million streams in the last month alone driven by fanbase & audience demand.

### SOCIAL SUPPORT FROM

Lady Gaga, Miley Cyrus, Cody Simpson, Bebe Rexha, Doja Cat

### MARKETING

#1 Genius Chart, Spotify Viral Chart across 50+ countries, 3million+ TikTok entries, US Danny Brown Tour Nov 2019, Global partnership campaign with Beats Headphones and over 10.6B hashtag views on the #BeatsDaisyChallenge, VEVO DSCVR live session, Global MTV Push Artist, MTV EMEA Award nomination.

1.4M 194K 2.1M 1.3M 773K 3.5M

"Ashnikko continues her ascent to world takeover with a striking visual for her new single."

**HYPEBEAST ON Cry**

"Nothing Ashnikko does is understated."

**BBC**

"Rising pop provocateur."

**DAZED**

"Ashnikko is one of the most provocative voices in pop right now, helping young women feel unbreakable and heartbreak seem like a minor set-back."

**TELEGRAPH**

"If smashing the patriarchy had a sound, we're pretty sure it would sound like Ashnikko."

**TIME OUT**

"Bold, ground-breaking future pop."

**CLASH ON Cry**

"bubblepunk pop-star"

**NME**

"Ashnikko is the artist providing an antidote to the glossy, hyper-sexualised imagery of mainstream pop."

**DUMMY**