**GRAMMY-NOMINATED ARTIST ARLO PARKS SHARES NEW SINGLE & VIDEO**

**WATCH "SOFTLY" NOW**

**HEADING ON NORTH AMERICAN TOUR WITH CLAIRO**



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| |  | | --- | | Arlo Parks by Lillie Eiger  **"Softly"**  **WATCH:**  <https://youtu.be/LW2XOCH_TX8>  **LISTEN:**  <https://arloparks.ffm.to/softly>  *“Music that captures modern-day misery in a way that feels improbably heartening”*  **The New York Times**  *“A debut of insight and character. No wonder she is being talked about as one of the voices of her generation.”*  **The Times**  *"A colossal talent"*  **Vogue**  *"Parks achieves an emotional resonance that’s unflinchingly sincere"*  **Rolling Stone**  *"I love Arlo"*  **Billie Eilish**  *"She's an incredible poet"*  **Phoebe Bridgers**  *"Obsessed"*  **Florence Welch**  **(February 1, 2022) -**Twice Grammy-nominated, Mercury Prize and BRIT Award-winning artist Arlo Parks shares her first offering of 2022 with the new single "Softly," today. "Softly" presents a poppy and upbeat side to Arlo's smooth sound juxtaposed with her tender lyrics about a relationship fizzling. The song comes with a Zhang and Knight directed video, showing Arlo in an evocative picture perfect location that slowly unravels layer by layer, each stage more sparse and surreal.  Discussing the video, Zhang and Knight offered the following, *"For us 'Softly' explored the idea of wanting something that was once perfect to end in a gentle way, and we wanted to express this using the world surrounding Arlo. We were instinctively drawn to the warm toned, hazy nostalgia of the 1960's, as we loved the idea of something universally romantic being slowly stripped away throughout the film. We based the colors of the bricks, trims and doors on mid-century painting in order to bake this romanticism into everything. The production itself was a huge challenge, as everything was captured in-camera with each piece of the set built on wheels operated by several production crew. However, we knew it was all worth it when we saw the skyscrapers dancing around Arlo for the first time."*  Arlo shares about the single, *"'Softly' is a song about yearning, about how fragile you feel in the dying days of a relationship when you’re still desperately in love. The song is about how it feels to brace yourself before the blow of a break up and reminisce about the days where it all felt luminous."*  "Softly" arrives on the heels of a major 2021 for Arlo wherein she released her highly-praised debut album *Collapsed in Sunbeams*via Transgressive Records, received two Grammy nominations for Best New Artist and Best Alternative Music Album, won the BRIT Award for Best New Artist, received the Honda Mercury Prize*,*and won the BBC Introducing Artist Of The Year Award. Her debut album also reached the top 3 on the UK Album Charts and won the AIM Awards for Best Independent Album and UK Independent Breakthrough. On top of all this, Arlo was also nominated for Breakthrough International Act at the BET Awards and was named an ambassador for the British mental health charity, CALM and Unicef.  ﻿Arlo Parks will be heading on tour with Clairo across North America beginning February 16th in Charlotte with stops in New York at Radio City Music Hall, Chicago at the Riviera Theatre and Los Angeles at the Greek Theatre, and ending with Coachella in April. "Softly" also follows the announcement that Arlo will be joining Harry Styles for his show in Dublin on June 22ndlater this year.  Along with the towering awards garnered last year, Arlo's album was included on almost every 'Best Albums of 2021' list and received critical acclaim from the likes of The New York Times, Rolling Stone, The FADER and many more. Arlo performed singles from her debut album on *Jimmy Kimmel, Jimmy Fallon,* *James Corden,* *CBS This Morning: Saturday,*and *Ellen DeGeneres*in the US, spotlighting her in front of millions of viewers nationwide. She also appeared on *Later...With Jools Holland*and*The Graham Norton Show*in the UK.    Her songwriting has seen her gain new fans in Billie Eilish, Florence Welch, Michelle Obama, Angel Olsen, Phoebe Bridgers, Massive Attack and renowned writer Zadie Smith, amongst many others.  Listen to and watch "Softly" above and check out Arlo's upcoming live dates below. | |

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| |  | | --- | | "Softly" single art  Transgressive are excited to be releasing versions of these tracks in 360 Reality Audio, an immersive music experience utilizing Sony’s 360 Spatial Sound technology in which individual sounds can be placed in a 360 Spherical Sound Field, available on Amazon Music Unlimited, Deezer and TIDAL when experienced through headphones and supporting speakers. | |

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| |  | | --- | | **About Arlo Parks:**  **﻿**  In Arlo Parks world, words are as useful as photographs. Luscious, expressive vignettes pepper the poetic lyrics in her sweet, ruminative indie pop songs. Born Anaïs Oluwatoyin Estelle Marinho, the 21-year-old from West London - who burst onto the scene with 2018’s “**Cola**” - uses poetry as her songwriting compass, weaving vivid imagery and sensory touches throughout the stirring, honest stories that make up her already-rich body of work. “I was really interested in the idea of delving into a hyper-specific moment and making it feel universal, making it something that people could connect to,” Arlo says about drawing from poetry in her approach.  A sensitive child, Arlo grew up in a peaceful part of town. “There wasn’t that much to do, and I was a pretty happy kid, I was very much in my own little world,” she explains, describing spending her free time exploring creative ways to express her emotions. “Because I was feeling a lot, I started writing quite young,” she says, referencing poets **Gary Snyder, Mary Oliver**and **Pat Parker** and more who inspired her to write. “It’s that cinematic quality that can make you feel like you’re plunged into someone’s subjectivity,” she adds about poetry’s impact. Arlo recalls a gift from her uncle—a record collection that included classics from **Sade, Earth Wind & Fire**, and **Bob Dylan**—and choir practice as fundamentals to her musical side. Like most kids her age, she grew up digging around on YouTube for music, discovering **Portishead, Odd Future, Elliott Smith, Joni Mitchell, King Krule** and an eclectic range of music to root herself in.  When she was 14, Arlo downloaded Garageband and started making beats to rhyme her poetry to, which over time naturally morphed into singing and the dulce soprano that sets her apart in today’s music climate. In 2017, she took a chance and submitted her recordings to *BBC Introducing*, which led to her first interview, management and recording contract. In the summer of 2018, Arlo dove into her first EP, collaborating with producer Gianluca Buccellati on 2019’s acclaimed *Super Sad Generation*. “We were in an Airbnb in London, just writing, taking photos, and going for walks,” Arlo remembers - they ended up writing the songs in just 24 hours. Arlo’s *Sophie EP* quickly followed, alongside performances at **Glastonbury** and **Latitude Festivals** and supporting slots on tour with **Jordan Rakei** and **Loyle Carner.** A place on the **BBC Sound Poll**, and inclusion in **Dazed’s 100 List**, followed in 2020 - beginning a truly exceptional year for Arlo. Landing covers with **NME** and **Evening Standard**, winning the **AIM One to Watch** and **BBC Introducing Artist Of The Year Awards**, making her debut appearances on **COLORS**and **Later.... with Jools Holland,**all whilst gaining champions in **Phoebe Bridgers, Billie Eilish, Florence Welch, Lily Allen, Michaela Coel**and **Michelle Obama**.  **Connect with Arlo Parks:**  [**Facebook**](http://r20.rs6.net/tn.jsp?f=001VPW--0iP8ZYwn6Mf_ugrozyiurc57nkJNXZK9QcMWsn4m77vqfssqhjn0pgzXZACq1QIPiO2OmHAwp7GfilEGmPVdj7ZaquuVSEtNBwiB_wo98wrE8CcNi4J00d6GIiNgtNdLRJrJfqnU7kBzfmYQ5nPIgvjP1A9YB3ae9KIfwK6T5OlGs_MNnybLfiIYgru&c=NpqSgRbgX80bKVY-Emz6w7y3tHHT31c_f8OX8pq9UprE3WwrVQOVKw==&ch=cz9J1i-PZb2kT4jFiQsoXwH8cRT6SeDzLQN8wZeb2L3cC2n841wH8g==)**|**[**Instagram**](http://r20.rs6.net/tn.jsp?f=001VPW--0iP8ZYwn6Mf_ugrozyiurc57nkJNXZK9QcMWsn4m77vqfssqhjn0pgzXZAC_8GrSvUvTqKGEMU4R3H38h7A2nECifLL4270I3Ik9-fwd4EdIJ6kugMp__883RvmwgQo5k9m2ze0MPCP6_KemZk7Zj5yvEn1lxHk5cUz8K2UbDn3VigLpMD4eAH5pN_I3CMWM8d8HNg=&c=NpqSgRbgX80bKVY-Emz6w7y3tHHT31c_f8OX8pq9UprE3WwrVQOVKw==&ch=cz9J1i-PZb2kT4jFiQsoXwH8cRT6SeDzLQN8wZeb2L3cC2n841wH8g==)**|**[**Twitter**](http://r20.rs6.net/tn.jsp?f=001VPW--0iP8ZYwn6Mf_ugrozyiurc57nkJNXZK9QcMWsn4m77vqfssqhjn0pgzXZACK7ol4P1DVhWHmc6f-SUYIeC75sc4H-OJ3tYKWFPWeDcU3RHoahrNPfDgyvjumqJFNv6y7XeRoUBskxjqlGpcFLVYFwzRlgcYz3Pw69JNjHjLt1HmU2CmIw==&c=NpqSgRbgX80bKVY-Emz6w7y3tHHT31c_f8OX8pq9UprE3WwrVQOVKw==&ch=cz9J1i-PZb2kT4jFiQsoXwH8cRT6SeDzLQN8wZeb2L3cC2n841wH8g==)  **(Download hi-res assets**[**HERE**](https://drive.google.com/drive/folders/1FdWYZ-CNxKkAT9HVjPK53NtbMXouY8T9?usp=sharing)**)**  **For Arlo Parks inquires please contact Emily at Orienteer**  [**emily@orienteer.us**](mailto:emily@orienteer.us) | |