



## LOUX UNVEIL SINGLE 'COOL' ON 11<sup>TH</sup> MAY!

### Alt-pop single hits ALL download & streaming sites on Friday 11<sup>th</sup> May.

Since forming in 2016 Leeds-based band Loux have quickly started to build momentum, from gaining BBC airplay to securing a slot at this years Long Division, they are quickly becoming a buzz word in the music industry and are set to have an exciting 2018.

This energetic slice of electro pop ticks all the boxes from striking synths and catchy hooks to hypnotic vocals that will have you hitting repeat!

For band members Chris Milnes, Jordan Hodson and Ali Wells, who met whilst studying at Leeds College of Music, DIY takes on a fresh meaning as they produce, write and play all of their own music.

The lyrics follow a journey of realisation that you are no longer that insecure girl that acts laid back and "cool" to conform within a relationship and subsequently the track becomes a declaration of self-acceptance. Vocalist and Songwriter Jordan says "Cool was written about my boundaries within a relationship and learning to express when I'm not ok. Not being someone who pretends they drink beer and stay a size 6, but are in the gym starving themselves"

Growing up in the era of "Girl Power" and drawing influences from iconic female fronted 90s bands gives the song an athematic edge and creates a strong message of empowerment that is easily relatable and will inspire genders across the spectrum.

In perfect contrast is the clever production from band member Chris, who creates a laid back and very fitting "cool" feel to the track. Layered on a 70s inspired bass line, "Cool" has you hooked from the start, leaving you invested and ready to boogie.

Check it out here:

<https://soundcloud.com/louxband/cool>



### Loux – 'Cool'

**RELEASE DATE** - 11<sup>th</sup> May

#### SINGLE CREDITS

**Written by** Jordan Hodson & Chris Milnes

**Produced by** Chris Milnes

**Artwork by** Amber Davenport

**Chris Milnes** - Producer/ Guitarist / Co Songwriter

**Jordan Hodson** - Vocals / Synth / Songwriter

**Ali Wells** - Drums

#### INFLUENCES

Foals

Warpaint

#### SOCIALS

**Facebook** - [www.facebook.com/louxband](https://www.facebook.com/louxband)

**Twitter** - [www.twitter.com/Louxband](https://www.twitter.com/Louxband)

**Instagram** - [www.instagram.com/louxband](https://www.instagram.com/louxband)

**Soundcloud** - [www.soundcloud.com/louxband](https://www.soundcloud.com/louxband)

**LISTEN** - <https://soundcloud.com/louxband/cool>

#### PRESS & RADIO PUBLICITY

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**Photography by** Nick Porter