

# Freya Beer

***“Freya Beer is the future pop diva, the 21st-century post-punk torch singer you will all fall in love with.” - John Robb, Louder Than War***

***“A voice as haunting and stunning as Lana Del Rey’s is, she is an incredible package stood before you” - RGM Magazine***

***“Upcoming Gothic-Disco Queen”***

Hailed as 'a raw and thrilling new talent', Freya Beer is a singer-songwriter based in West London. Inspired by art and literature, alternative fashion and music. Freya distills her disparate influences through a gothic soul and devil-may-care spirit that dares to dream in the darkness. Freya released her debut album *Beast* in October 2021 to exceptional reviews and great public acclaim.

Freya sparked a wave of attention from the get-go with her self-released debut single “Bike Boy” in 2018 and its immediate follow-up “Six Months”. They earned Freya a BBC Introducing Live Lounge Session and a feature on Tom Robinson’s BBC Radio 6 Music show and so the roller coaster began.

With the wind in her sails, Freya launched her own label Sisterhood Records in 2019 as a vehicle to further her creativity. In February 2020 she released the single [“Dear Sweet Rosie”](#), recorded in Manchester with accompaniment from I Am Kloot’s Andy Hargreaves on sonic drums. Drawing on literary influences like Allen Ginsberg’s ‘An Asphodel’ and Anna Sewell’s ‘Black Beauty’. The track went on to receive incredible support from BBC 6 Music and many rave reviews. Marc Riley awarded Freya a live session on his BBC 6 Music Show (which was then highlighted as one of his “Best of the Year ” in December), and has continued to champion her brilliance. Renowned music critic John Robb hailed her as ‘New Artist of the Day’ on his Louder Than War site and predicted a Mercury Prize in years to come.

Freya has played a lot of Festivals since breaking onto the scene including Live streamed festivals in 2020 included Salford Music Festival, Readipop Festival and Sucker Music Week.

She's been live on stage in front of fantastic festival audiences at Readipop Festival, The Isle of Wight Festival and Head for the Hills In 2021 And in 2022 Sounds from the Other City and Rhythm Tree Festival

Revealing her many shades with a series of exquisite lockdown cover versions, Freya bookended 2020 with the critically acclaimed single "[Arms Open Wide](#)". Loosely inspired by the chilling atmospheres of 'Tubular Bells', the track saw Freya earn further support at BBC6 Music and PRS for Music placed the single in their Top 20 songs of 2020.

["Siren"](#) came next in early 2021. An intoxicating brew of lyrical incantations and artful mystique, paired with arrangements of a piercing intensity. Taking its title from the J.W. Waterhouse masterpiece The Siren, Freya's single finds her unearthing new secrets in those channels of renaissance art and mythology while re-appropriating the feathered flare of 70s era glam in her own shadow. She quickly followed Siren with the mighty [The Calm Before The Storm](#), a mass of grunge guitars and Owain Hansfords thrashing drums.

Discovering new audiences and in-turn more about herself as an artist throughout the year. These creative experiences provided a powerful stimulus in recording her debut album: 'Beast'. Recorded in London and Manchester, the 11 track album was released in October 2021 on Sisterhood Records to unanimous fanfare. The title track [Beast](#) was released as the final single from the album, which includes the 5 singles and 6 other previously unreleased tracks including, the crowd favourite To The Heavens and All their Worth and the very different Pure. In November 2021 The British Library requested Freya's debut album 'Beast' for induction into their Sound Archive, to be cataloged, archived and preserved as part of the nation's audio and cultural heritage for future generations, an unprecedented accolade for a new artist.

To coincide with the album release, Freya undertook her first full UK tour, backed by her superb band, featuring Pete Hobbs (the Boy Least Likely To) on guitar. (Pete also produced most of The Beast album), Owain Hanford on drums and Arnoldas Dauny on bass. Freya herself excels on guitar and vocals. The 12 dates included packed shows in London, Manchester, Bristol, Brighton, Birmingham and Glasgow.

In April 2022 Freya released the single 'Love Child'. The track embodies a cinematic essence sonically and takes Freya's "glam goth noir" to the next musical level in her career. ["Love Child"](#) was produced by Peter Hobbs with the accompanying music video directed by Say Goodnight Films.

Freya's October 2022 single, [Honeymoon Eyes](#), a duet with rising Electro star Tom Saint, coincided with another successful UK tour, including Headline slots at Manchester's famous Night and Day Cafe and Cambridge Junction, and culminating with a major London show as Special Guest to Republica on December 9th at The Powerhaus.

Freya starts 2023 with a major show as part of Camden Rocks on January 14th highlighting her diversity live. She will be back in the studio in mid January 2023 recording her next single. She will be playing regular shows in London before commencing more national shows in April 2023.

**2023 shows: So Far**

- Saturday 14th January @ Fiddlers Elbow, Camden (As part of Camden Rocks)
- Thursday 23rd February @ Paper Dress Vintage. London (supporting Kristeen Young)
- Saturday 29th April @ Heartbreakers, Southampton
- Sunday 21st May @ Closeup Festival, Hoxton

**PRESS TRIBUTES FOR HONEYMOON EYES**

*"A brilliantly put together, dreamy, warming and infectious catchy electronic-pop track showcasing Freya's untethered potential." - Backseat Mafia*

*"Freya Beer kicks off her new musical phase with a stunning, alluring, and mystical drama" - Sistra*

*"The sound clearly depicts a harmonious and dreamy atmosphere that is fitting for Freya Beer's fetching 'glam-goth-noir'." - Fame Magazine*

*"an outstanding release from rising London-based artist Freya Beer" - Oculate UK*

*"The track a euphoric and often nostalgic, dreamy soundscape, that makes for a really distinctive feeling listening experience, ushering in an exciting new era for Freya Beer and her creative sound." - CLOUT*

**Socials:**

Facebook: [facebook.com/freyabeerofficial](https://facebook.com/freyabeerofficial)

Twitter: @freyabeer

Instagram: @freya\_beer

Spotify: Freya Beer

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[freyabeer.com](https://freyabeer.com)

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