

TOAST



Griff unveils brand new single, 'Vertigo'

Praise for debut mixtape, 'One Foot In Front Of The Other

"Perfection" **NME *******

"Earworms and wise words to burn...Griff is a talent deserving of the hype" **The Observer ******

"Brutally good...destined to be hollered back to Griff in arenas worldwide" **Sunday Times, Record of the Week**

"Pop's next powerhouse." **Vogue**

griff.lnk.to/vertigo

Griff is back today with brand new single 'Vertigo', which is available now on Warner Music and received its first play as Radio 1's Hottest Record in The World.

Intimate, cinematic and uplifting, 'Vertigo' is a suitably dizzying and completely undeniable return from a young woman only just coming into her power. Self-produced over a single note

by Griff and taking her distinct, 360-approach towards new heights, 'Vertigo' captures the disorientation of your early twenties alongside a grounding wisdom that's always reached beyond Griff's years ("you're scared of love? Well aren't we all"). 'Vertigo', Griff comments, *"refers to an emotional state - always feeling upside down. Experiencing love and growing up, it always feels like the world and my emotions are spinning faster than I can keep up with. 'Vertigo' is the beginning of a new creative chapter for me, and I'm excited for us all to go on this journey together."*

Griff is the multi-faceted modern pop star where normal rules need not apply. Born and raised in Kings Langley, she started making music early in her teens, also realising at an early age - whether through her Chinese-Jamaican roots or her all-encompassing approach (spanning songwriting, production, fashion and design) - that she was different. From day one, Griff's learning curve has proved similarly sideways: she played just one gig prior to the pandemic in support of DIY EP *Mirror Talk*, with lockdown mixtape *One Foot In Front of The Other* - literally walking that tightrope between fragility, and the fearlessness of youth - rocketing Griff to pop stardom whilst stuck in her bedroom. The barrier-breaking project became the first mixtape from a female artist to go top 5, with Griff winning the prestigious BRITS Rising Star, two NME Awards, and surpassing 660M+ streams to date in support of homemade hits like 'Black Hole'.

Finally unleashed from lockdown, Griff has since been invited to tour with some of the world's biggest artists (Dua Lipa, Coldplay, Ed Sheeran, Florence + the Machine) and built an impassioned fanbase wherever her signature bubble-ponytail took her. It's a back-to-front breakthrough that has also seen Griff play her first ever festivals - most recently, opening for HAIM at All Points East - and sell out shows her own like London's landmark Brixton Academy; all the while, like many of her peers, trying to find her place in an upside down world. 'Vertigo' is the sound of Griff with the ground beneath her feet again, and the future firmly in her grasp: new era, new hair, but the same once-in-a-generation talent unafraid to stand out.

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