

March 28, 2019
For Immediate Release

Okay Kaya Signs to Jagjaguwar

Listen to New Single “Believe” (Cher Cover)

<https://okaykaya.ffm.to/believe>



Photo Credit: Nadine Fraczkowski

"Kaya Wilkins escapes music-industry servitude and speaks truth on her own terms in a frank, often melancholy bedroom-pop debut leavened by diaristic sarcasm." - *Pitchfork*

"Wilkins is—without question—embarking on her boldest, most empowered chapter yet"
- *Vogue*

"subdued, silky pop — introduced us to her alternate universe" - *The Fader*

"potential to be the next biggest thing in music." - *Noisey*

Jagjaguwar is proud to announce new signing **Okay Kaya**, the project of Norwegian-born, New York-based **Kaya Wilkins**, and present her new single, a cover of Cher's late-career club powerhouse, "**Believe**." True to form, Okay Kaya's take breaks the song down to it's most crushing pieces, velvet-smooth vocals gliding over a relaxed bass beat and lilting synth. "*It's the perfect song,*" Wilkins said. "*It's hopeful. It's sad. It's a break-up anthem - and a fuck you.*"

Wilkins constructs svelte, jazz-inflected songs — which, more often than not, feature just her effortless, breathy contralto; her fancy-chord-sounding guitar figurations; and minimal, innovative accoutrement. Her deadpan, cutting lyrics are sung in a way so patient, gorgeous and smooth you assume they must have a Lexapro prescription. "Believe" follows Okay Kaya's debut album, **Both**, released last year. Across the album, Wilkins covers a lot of ground - the state of American women's healthcare, mental health, and self-empowerment.

Stream "Believe" - <https://okaykaya.ffm.to/believe>

Download hi-res images and jpegs of Okay Kaya -
<https://www.pitchperfectpr.com/okay-kaya/>



"Believe" Artwork
Photo Credit: Kaya Wilkins

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