



**MAUVE**

OFFICIAL PRESS KIT 2021

# Biography

"Life happens. Changes can break you. But music gives you the chance to create a new story."

If you ask singer-songwriter Mauve what she feels about creating music, she says it has the ability to take you to an altered reality. Mauve is Mississauga's pop songstress who has an eclectic and playful sound that touches your soul. Mauve transcends genres to bring you moving Tropical House tracks through RnB and EDM production. Her songs have gained over 900,000 streams on Spotify and 1.6 millions plays on Youtube.

Mauve won the InterContinental Music Award for "Best of North America-Pop" for her song, Come Around. In addition, Mauve was nominated for "Best New Artist" at the Niagara Music Awards. Some of her live appearances include a performance at YOUTH DAY Global at Yonge-Dundas Square, a headlined performance at the 2020 Toronto Music Expo, and a featured panelist at the 2020 Canadian Music Expo.

A rich voice in a small frame, Mauve was constantly inspired by theatrical performances growing up, and she turned to the keys of her piano to bring forth that passion into her everyday life. From the age of 14, she has worn her heart on her sleeve as she has learned to play and write her own songs. Influenced by the deep and emotional vocals of Amy Winehouse and Sia, you can feel Mauve's zeal and drive through her own lyrics. She gives credit to her home city of Mississauga for providing many outlets and opportunities to explore different styles of music through its vibrancy and the diversity of its people.



## MAUVE'S AUDIENCE



15,100  
Followers



290,000  
Likes



1.6 million  
Views



2,200 Likes



# Music

"I hope to create an expression of music that people can visualize and evoke different feelings from," say Mauve. "I am not one to create a song that is dull or meaningless to me, so that is why I want all of my work to feature splashes and pops of colour that sparks life and creativity to those who are listening."

## LATEST RELEASES

STARTING OVER - SINGLE

RIGHT - SINGLE

OUT OF NOWHERE - SINGLE

PALETTE - EP



MAUVE

LISTEN TO MAUVE'S NEWEST SINGLE  
"STARTING OVER"



## LATEST MUSIC VIDEOS

**Starting Over**

<https://youtu.be/rkYGyJaPdmE>

**Right**

<https://youtu.be/8tGj9RcMZlk>

**Out of Nowhere**

[https://youtu.be/cEiiZ09wB\\_U](https://youtu.be/cEiiZ09wB_U)

**Must Be**

[https://youtu.be/oNykclv\\_VFI](https://youtu.be/oNykclv_VFI)



# Features

## SPOTIFY

Mauve's songs have gained over 900,000 + streams on Spotify and have been featured on over 1000 popular playlists such as:

ELECTRÓNICA 2020 (600,000+ LIKES)

TOMORROWLAND 2020! (368,000 LIKES)

2020 REMIXED HITS - TOP 50 GLOBAL (206,000 LIKES)

AESTHETIC SONGS BY EXTRA MUSIC (106,000 LIKES)

ESSENTIALS BY X-FILES (101,000 LIKES)

IT'S A BOP BY SPOTIFY (53,000 LIKES)

## TIKTOK

Mauve's original songs have been featured in Tiktok videos that have gained an amount of 4.6 million views in total.

## RADIO

CHBE Virgin Radio (Victoria, BC)

INDIECAN/SIRIUS (Internet)

CBC (National)

Radio Humber

CIVL Radio 101.7 @UFV Abbotsford

X92.9 Calgary's Alternative

CKNT SAUGA 960 AM (Peel Region, ON)

99.1 CJAM FM

CHFT-FM 100.5 CRUZ FM (Fort McMurray, AB)

SoundSugarRadio.com

CJWA (Wawa, ON)

QUBE 88.9 FM (CJMQ)

KCRW 89.9 FM (Santa Monica College)

CHUO FM 89.1 FM (Ottawa, ON)

The Brink Radio Show

University Sacramento

+ many more

## YOUTUBE

Mauve's music videos have been featured on popular Youtube channels such as:

MediaPro Music (Universal Music Group - 3m subscribers)

Beat Lounge (200,000 subscribers).

## ONLINE

NBC-2

FOX40 News

ABC7 News

Toronto Guardian

The GATE

Vents Magazine

Post Magazine

Canadian Beats

Cashbox Canada

Daily Herald (Chicago)

Eat Sleep Breathe Music

Find your Inner Geek

Harlton Empire

Now Hear This

Skope Magaine

Prime Time Local News - Lloydminster AB/SK

+ many more

MAUVE





# Press

**She Does the City-** "Mauve is colouring the airwaves with her new EP, Palette. Toronto-based pop artist Mauve is in her ascension, with her single "Come Around" clinching top honours at the InterContinental Music Awards for Best of North America. Her unique sound melds genres to bring you feel-good tracks with hints of RnB, Tropical House and EDM."

**Medium-** "Mauve's music proves she is a refreshing new artist for this generation — with her own unique style and sound... In a world of Ariana Grande's, Selena Gomez's and other popular female artists, Mauve is an artist who stands on her own and has chosen a different route than the norm — while continuing to stay in creative control of all her own projects."

**Darryl Sterdan, Tinnitist-** "The disco-influenced retro-pop revival complements Mauve's growing body of work — all brimming with the singer, songwriter and producer's signature smooth vocals and uplifting, melodic tunes."

**The Girls at the Rock Show-** "Up and coming Toronto singer Mauve has released a new single Brand New that deals with leaving a person behind who doesn't deserve your time. The tune is both uplifting and powerful but is wrapped up with a playful feel that makes you look on the brighter side of the situation."

**BuzzMusic-** "The arrangement is second to none, with the beat dropping out at certain integral moments allowing the vocals to shine through. Mauve has managed to create something special here, and we can pretty much guarantee you'll want to get up and dance once you put this song on the stereo."

**Record World Magazine-** "'Close" is the latest ear-bending, genre-blending track in the rapidly emerging popster's repertoire; the release comes ahead of her forthcoming EP."

**LEFUTUREWAVE-** "Brand New is Mauve's new single and it is such an amazing piece of music. I adore the modern melodies which create enough room for the sublime vocals. Moreover, the chorus is very powerful and showcases new artistic insights."

**Aurora Campbell, Best Kept Montreal-** "Vicariously experiencing the thrill of falling for someone through her skillful lyricism and noticeably rich voice is a real treat. Though still early in her career, Mauve seems to possess an intuitive knack for navigating the tropes and of conventions of the current day pop landscape."

# Contact



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