

SHAUN ROSS

“YOU CARE”

single 2/19 video 2/24

BIOGRAPHY

Chances are you're familiar with Shaun Ross, even if you've never heard his music. The New York native changed fashion as the first male model with albinism, becoming a cultural symbol for difference and acceptance. He's appeared in the pages of GQ and Vogue and in music videos for Beyoncé, Katy Perry, Lana Del Rey, and Lizzo. Hailed by British GQ as one to watch for 2021, Ross flirts with disco, R&B, pop, and ethereal cinematic soundscapes on his long-awaited debut album SHIFT.

HIGHLIGHTS

- A hugely successful and celebrated model who's appeared on runways around the world, numerous magazine campaigns (Vogue, GQ, I-D) and represented top fashion brands (Givenchy, Alexander McQueen)
- A cultural role model and an advocate for many issues including albinism awareness
- Huge social following including over 630K followers on Instagram and an extended reach through many celebrity friends and colleagues
- Shaun has already worked with big names in the music industry: as the featured artist on Duke Dumont's smash club hit "Red Light Green Light"; releasing a debut single with Lizzo on backing vocals; and appearing in music videos by Beyoncé, Katy Perry, and Lana Del Rey
- Each single releasing with a visually-captivating music video

PUBLICITY

Already run or confirmed:

- GQ UK - "Music To Love in 2021" (January)
- NYLON - soundcheck (January)
- The Face - exclusive feature (with "LIVIN" single)
- Noctis magazine - cover/feature
- Numero Berlin - interview
- Decent Magazine - cover/interview
- Schon magazine - interview
- Cap 74024 magazine
- The Sun UK

RELEASE CALENDAR

"WX5" - January 29

"YOU CARE" - Feb 19

"LIVIN" - March 19 (radio single)

"CREAM" - April 23

"BLUE EGO" - focus for full album SHIFT - May 7