



RENCE RELEASES NEW SINGLE "DARKSIDE" TODAY

EP DUE THIS FALL



"Rence is one of the breakout stars of 2019" – IDOLATOR

"Rence maintains his independence in an industry full of clones" – O.N.S

"His latest single 'Expensive' is just another step forward into the bright future the young artist has ahead" – ONES TO WATCH

(August 23, 2019 – Los Angeles, CA) – Buzzing genre disruptor **Rence** unveils a new single entitled **"Darkside"** today.

Get it [HERE](#) via **Epic Records**.

Rence continues to create a bold blend of his own; he blurs the lines separating pop, alternative, indie, and hip-hop effortlessly. **"Darkside"** tows the line between organic acoustic guitar and glitch-y beats. His voices slips towards a fiery falsetto as he promises, *"I've got a darkside, I save it for you."* Be on the lookout for the premiere of the music video very soon!

About the song, he commented, *"'Darkside' is about who I am - or who I'm not - right now. I wrote it questioning the kind of person I've been and wondering at what point does that start to change. The song is real-time honesty, and even though I literally just wrote it, its core has been in my mind for a while. It feels so good to get it out."*

Meanwhile, his previous single “**Expensive**” [feat. **Noah Cyrus**] continues to make waves and turn heads. The song is nearing 3 million global streams, while the [music video](#) has amassed over 500K YouTube/VEVO views. Of the latter, [Billboard](#) wrote, “*Though the beat is quite dynamic, with synths and a toe-tapping bass line, the clip takes a darker turn, following closely with the lyrical meaning.*” He also recently spoke at length on this current chapter and more to come with [Substream Magazine](#) in addition to sitting down with [ONS](#), [The Knockturnal](#), and [ECHO](#) around his sold out live debut at Baby’s Alright in New York.

Right now, **Rence** is hard at work on his debut EP, coming very soon!

Visit the “**Darkside**” now.

Sharing real life snapshots in song, **Rence** magnifies his personal perspective through a genre-less palette, bordering pop, alternative, electro, indie and hip-hop all at once, yet never dipping into one for too long. The Brooklyn-based artist, who was born in D.C. and spent his formative teen years in Seattle, first allowed listeners to hear this irresistible inner monologue on his breakthrough independent project, **Pink**. The project’s lead single “**Baby Blue**” racked up over 3 million Spotify streams as his total tally approached 7 million. Along the way, peers such as **Chelsea Cutler** and **FLETCHER** lent support as critical acclaim came from *Hilly Dilly*, *Lyrical Lemonade*, *Ones To Watch*, *Elevator Magazine*, and more. Tastemaker Zane Lowe handpicked “**Ways To Go**” as his “World Record” on Apple Music’s Beats 1.

Now, he transforms pop on his own terms.

Find Rence online:

Insta: @rence

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www.yourstrulyrence.com

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