

ZARA LARSSON “LOVE ME LAND” BIOGRAPHY

Nothing is taboo. She'll show her sensitive side, but she'll also snap with a middle finger to any rules or restrictions. She'll move on from a shitty situation without ever looking in the rearview mirror. She'll fearlessly speak on sex with confidence, charisma, and clarity rather than shame and insecurity. She'll empower by being so honest it hurts. She'll light up stages (*and the internet*) with the kind of energy that comes once in a generation. She'll flip pop music upside down once and for all.

This is Zara Larsson, and this is her next chapter.

“Making this new music, I've grown as a person,” exclaims the critically acclaimed multiplatinum Stockholm-based artist, singer, songwriter, and activist. “The thread is me growing up, being more comfortable and being more confident. I'm not a teenager anymore; I'm a young woman.”

She transformed into this woman with the whole world watching. At just 19-years-old, she made history for the first time. Her RIAA gold-certified 2017 full-length, *So Good*, notably stands out as “*the second most-streamed debut on Spotify by a female artist ever*,” eclipsing 5.5 billion streams. Her growing catalog boasts one smash after another, including the triple-platinum “Never Forget You” with MNEK, the platinum “Lush Life” and “Ain't My Fault,” and, most recently, 2019's gold “Ruin My Life.” Out of dozens of nominations, she has received various awards and honors at the *Swedish Grammi Awards*, *Nickelodeon Kids' Choice Awards*, *MTV EMAs*, and more. Gracing the stage of the 2017 *Nobel Prize Peace Concert*, she performed the platinum “Symphony” with collaborators Clean Bandit.

At the top of 2020, she turned her attention to new music. Holing up in Los Angeles before the lockdown, she wrote alongside the powerhouse duo of Justin Tranter and Julia Michaels [Justin Bieber, Selena Gomez, Dua Lipa]. Shaking off a breakup and welcoming new romance with open arms, she crafted her 2020 single “Love Me Land.” Striking a middle ground between the disco ball glory of ABBA and turn-of-the-century high-octane R&B pop, she immediately engages with this bold and bright bop. “After breaking up with my boyfriend, I had that feeling of, ‘*Ugh, I'll never be able to find a good one*,’” she admits. “But you meet someone new, and you get those bubbly feelings. It's like, ‘*I'm in Love Me Land again!*’ And that isn't a physical place—it's a place where your heart's at. ‘*Love Me Land*’ is quite a positive song. It basically says, ‘*Now, I've found you, ooooh! I have butterflies in my stomach—and how dare you be so hot?!*’”

Speaking of hot, it doesn't stop there for Zara. Her new single “Love Me Land” and the accompanying visual amassed nearly 5 million plays in the first week and received a multitude of praise from the likes of *Teen Vogue* who described it as “*synthy, creeping dance-pop number with a hooky orchestral cue*,” and *E! News* who called it “*damn near perfection*.” This latest release only sets the stage for more to come from the songstress in 2020.

In the end, this young woman most importantly doesn't shy away from the grandest ambitions and makes major strides towards bringing them to life.

“I really want to be mainstream,” she leaves off. “Sometimes, it’s a bad thing, or a dirty thing to say, because everyone has to be so ‘cool’. Bitch! Ever since I was six-years-old, I wanted to have a stadium tour though. I was always very driven. If it’s not number one, I don’t want it.”