

# TINASHE

When it comes to any artform, the details are everything.

Now, Tinashe always pays attention to every last detail. Not only does the multi-platinum-certified R&B disruptor sing, write, and dance, but she also produces, mixes, engineers, creative directs, and edits. As a result, she blazes past any and all boundaries.

“As an entertainer and a creative person, I feel limitless,” she asserts. “I don’t feel pressure to conform, because I don’t have to. I don’t sit around and wait for opportunities to fall out of the sky either. When I started making music, I took it upon myself to learn how to do everything. There are very few female producers and engineers. I want to represent that you can be part of each step in the process. In the more recent years, it’s been a discovery of all the things I can do. There’s a sense of boundlessness and fearlessness. I really developed my instincts, and I trust them.”

Those instincts continue to serve her well. Co-mingling seductive R&B, edgy pop, and a nocturnal electronic sensibility, she emerged as a fascinating, focused, and fiery outlier in 2014 with her full-length debut *Aquarius*. Powered by the double-platinum smash “2 On” [feat. ScHoolboy Q], the album crashed the Top 20 of the *Billboard* Top 200 upon arrival before popping up on year-end lists by *Pitchfork*, *Rolling Stone*, *Cosmopolitan*, *Stereogum*, *The Guardian*, *Vulture*, and so many more. Between touring alongside everyone from Katy Perry and Nicki Minaj to Maroon 5, she revved up the official mixtape *Nightride*. *Rolling Stone* and *Fuse* both proclaimed it among the “20 Best R&B Albums of 2016.” Along the way, she would grace the covers of *Complex*, *V*, *Dazed*, and *Nylon* in addition to turning up with unforgettable performances on *The Tonight Show Starring Jimmy Fallon*, *Conan*, and *Jimmy Kimmel LIVE!*

Within this whirlwind, she continued her personal journey of self-discovery.

“First and foremost, I’m someone who creates art,” she goes on. “I like to create something out of nothing that can potentially inspire people via live performance, music video, or a song. I want to evoke some type of emotion and excitement out of the audience.”

That extends to her presence in the worlds of beauty and fashion as well. Recognizing the artist’s inimitable fashion sense and untouchable and undeniable je ne sais quoi, Ralph Lauren placed her in a high-profile campaign with Bella Hadid and Hailey Baldwin. Beyond an exclusive performance for Karl Lagerfeld, other partnerships include Alexander Wang, Calvin Klein, and M.A.C. Cosmetics, among others. Moreover, Juicy Couture sought her out to be the face of its exclusive Urban Outfitters collaboration.

She’s quietly become a true muse for some of the world’s most influential tastemakers.

“Fashion is just another level of expression,” elaborates Tinashe. “It’s a way I can tell my story, express myself, put on a show, or give a performance through what I’m wearing and how my hair and makeup are done. It’s all a part of the same storytelling process for me.”

Right now, Tinashe is carefully preparing the next chapter of her own story—her 2018 sophomore album, *Joyride*.

“This is the next phase,” she smiles. “I’ve had time to reflect, tap in, and master the vibe the way I want to. I’m really excited for everyone to hear it. This is me.”

In the end, that endless attention to detail will continue to pay off in a big way.

“From a creative standpoint, the hands-on mentality is something that’s so important to who I am as an artist,” she leaves off. “I want people to know that you can steer your own ship, create your own destiny, and mold your own universe. That’s especially important for young women. I’m working towards constant evolution, growth, journey, and adventure. I’m embracing it for what it is, living life to the fullest, and taking advantage of being able to do what I love. I’m living my dream.”

Buckle up for *Joyride* this year...