

ERIK HASSLE TO RELEASE NEW ALBUM
INNOCENCE LOST ON JANUARY 27TH
(RECORD COMPANY TEN/RCA RECORDS)

ALBUM AVAILABLE FOR PRE-ORDER TODAY!



(New York, NY – December 5, 2016) Swedish soul-pop favorite artist, **Erik Hassle** is BACK and ready for big things in 2017, starting with the release of a brand new forthcoming album, **INNOCENCE LOST**, due **January 27th 2017** via **Record Company Ten/RCA Records**.

The 12-track album is available for **PRE-ORDER** now and features five fan favorite tracks that are available immediately as instant grat tracks: "[No Words](#)," "[Pathetic](#)," "[Talk About It](#)" (feat. [Vic Mensa](#)), "[If Your Man Only Knew](#)" and the title track, "[Innocence Lost](#)" featuring fellow RCA recording artist **Tinashe**.

Recorded predominantly in Los Angeles, **INNOCENCE LOST** was co-written by Erik Hassle and executively produced by **Daniel Ledinsky** (Shakira, Rihanna, Tove Lo). Other special collaborators on the record include Eshraque "iSHi" Mughal (Tinie Tempah, Emeli Sandé) and TV on the Radio's **Dave Sitek**, with additional production from **SOHN** (Banks, Lana Del Rey), Oskar "**Sikow**" Engstroem (Giorgio Moroder, Kate Boy), **John Hill** (AlunaGeorge, Elle King), **Billboard** (Britney Spears, Robyn), **Gorgon City** and **Al Shux** (Alicia Keys, Elliphant).

“As funny as it is to say, this feels like a debut album,” Hassle admits. “It’s all of these short stories of my first meeting with Los Angeles. Stockholm is pretty small comparatively. Most of the songs were written quickly, because I was just so in the zone. It was therapeutic and emotional.”

Elsewhere on the album, his seductive vocal interplay with **Tinashe** immediately transfixes throughout the title track, while Vic Mensa delivers a stunning cameo on “[Talk About It](#).” Produced by **TV on the Radio’s Dave Sitek** (Santigold, Wale, Yeah, Yeah, Yeahs), “**Silver & Gold**” struts between a funky bass line, nineties-style harmony, and a heavenly plea. “Most of this album was written when I was between relationships,” he goes on. “One relationship had ended, and the next one began, so there were all of these crazy feelings I tried to capture.”

In the end, Hassle honestly delivers pure and powerful pop music that instantly connects. “I hope people can feel these songs were made in the moment when everything was the most acute and real,” he leaves off. “This is really me. I hope that comes through and it can mean something to someone else.”

With a voice steeped in simmering sultry soul, a funk-ed-up sense of international swagger, and unbridled lyrical honesty, Erik Hassle immediately makes an impression. Case-in-point, 2015’s “No Words” made a pretty significant impression on Taylor Swift, who added the song to her “Favorite Summer Tunes” playlist last year. As the first single released following 2014’s critically acclaimed ***Somebody’s Party EP***, “[No Words](#)” went on to become a certified viral smash, reaching the Top 10 of the Global and U.S. Spotify Viral Chart and achieving Gold certification in both Sweden and Denmark.

As the follow-up “[If Your Man Only Knew](#)” carried this buzz a year later, he garnered praise from the likes of Entertainment Weekly, New York Magazine, Spin, and many more. Along the way, he supported Tove Lo on a high-profile North American tour. Now, “Innocence Lost” introduces every facet of this dynamic and diverse vocal dynamo.



TRACK LIST:

- (1) No Words
- (2) Pathetic
- (3) Talk About It (feat Vic Mensa)
- (4) Breaking the Waves
- (5) If Your Man Only Knew
- (6) TKO
- (7) Innocence Lost (feat. Tinashe)
- (8) Silver & Gold
- (9) FTPA (feat. Gorgon City)
- (10) All Of You All Over Me
- (11) Minnesota
- (12) Missing You

INNOCENCE LOST will be released January 27th and is available for pre-order now.

Pre-order now for 5 instant downloads from the album:

Pre-order on iTunes: [HERE](#)

Pre-order on Amazon Music: [HERE](#)

Pre-order also available on Google Play: [HERE](#)

Stream tracks from the album on Spotify: [HERE](#)

Listen on Apple Music: [HERE](#)

Watch the “No Words” music video on Vevo: [HERE](#)

[FACEBOOK](#) | [TWITTER](#) | [INSTAGRAM](#) | [VEVO](#) | [OFFICIAL WEBSITE](#)

For all media inquiries, please contact:

High Rise PR

Alexandra Baker | Alexandra@highrisepr.com

Jamie Sward | Jamie@highrisepr.com

818.660.0124

RCA Records

Sarah Weinstein Dennison | Sarah.Weinstein@rcarecords.com

Visit <https://www.rcarecords.com/artist/erik-hassle/> for cover art and more.