

SASHA SLOAN

Call her your new best friend...

Sasha Sloan is that girl you can chat about “*deep cuts*” with in a diner until four AM between cigarettes and coffee.

Sasha Sloan is a normal, yet “*completely complicated human.*” Sasha Sloan is totally sad, but exuberantly funny. Sasha Sloan is from South Boston, but lives in Los Angeles. Sasha Sloan melted a Hershey bar on her laptop, was too lazy to get a new one, and writes all of her lyrics on a refurbished iPhone 5. Sasha Sloan describes her style as “*Target chic.*” Sasha Sloan is trying to speak to “*the quiet girls at the party who struggle with what they look like.*” Sasha Sloan writes songs you “*can listen to late at night when you’re all fucked up and alone—and maybe feel better.*”

A self-proclaimed “*low key masochist*” who “*isn’t happy all the time,*” Sasha Sloan is real.

“I would say I’m just someone you can chill with and talk to,” she affirms. “I’m someone who doesn’t have their shit together, but is trying. I don’t know...you could also just say, ‘*I’m a loser*,’” she laughs.

Self-deprecation aside, this kind of honesty quietly cemented her as an unassuming phenom. As the story goes, a viral photo ironically kicked off her career after she started writing songs at just ten-years-old. At 18, her parents decided to paint the house. They took the opportunity to write “*dork*” under her window with an arrow, which was “*super embarrassing.*” Still, she posted the pic on reddit, and it exploded.

So, she added her Soundcloud link to the post and landed a publishing deal with as a result. Dropping out of Berklee College of Music, she moved to L.A. at 19-years-old. A whirlwind followed. As she primarily penned her own music, she also wrote “*Never Be The Same*” and “*OMG*” for Camila Cabello and featured on Kygo’s “*This Town*” and “*Falls*” for ODESZA. In 2017, she released the songs off her first EP *sad girl* independently prior to being signed. Within a year, “*Runaway*,” “*Normal*,” and “*Ready Yet*” each surpassed 19 million Spotify streams, while averaging over 4 million monthly listeners on the platform. Along the way, she signed to RCA Records and assembled her 2018 EP *loser* alongside “*Ready Yet*” collaborator and producer King Henry.

“It captures my life from nineteen until twenty-three,” she goes on. “It’s more multi-faceted than *sad girl* was, because I got more time to sit down and ask myself, ‘*What do I want to say and how do I want to say it?*’ Some of it is loneliness. Some of it is about my parents. Some of it is about falling in love with a new person and being vulnerable to them. It deals with not feeling good enough as a songwriter. I’m always asking everyone around me, ‘*Does this sound like basic white girl pop?*’ That’s my biggest fear.

There's a focus on lyrics and real instruments, which I really love. It just covers every insecurity I've ever had."

In doing so, it might dispel some of those insecurities. Right out of the gate, *loser* garnered acclaim from *Billboard*, *Flaunt*, and more. The opener "The Only" pairs her delicate delivery with sparse acoustic guitar as the lyrics detail, "*being lonely and not knowing what to do when I moved to L.A.*" Meanwhile, airy guitar and minimal production underscore the sweet "Chasing Parties" where she admits, "*My boyfriend and I found out we were so happy to just stay at home with each other instead of going out.*"

"Older" hinges on a heartbreakingly confessional, yet catchy chorus, "*The older I get, the more that I see, my parents aren't heroes, they're just like me...Lovin' is hard, it don't always work, just try your best not to get hurt...I used to be mad, but now I know, sometimes it's better to let someone go. It just hadn't hit me yet, the older I get.*"

"It just means my parents aren't perfect, and my dad and I have a really strange relationship," she admits. "My mom and my dad married, divorced, and remarried—like a bunch of times. I never really understood why everything was always so off and fucked up. My dad was 24 when I was born. We have the same birthday. I'm turning 24 next year. I thought about how I could never take care of a child at 24. After my first big breakup, I saw how hard relationships could be. I understood and sympathized with my parents more than ever. It hit me all at once and came out."

In the end, you'll feel right at home hanging out with Sasha Sloan.

"If one person out there is like, '*Oh shit, I've felt like that,*' that would be dope," she leaves off. "My favorite music makes me feel things and think about my own life. I hope you walk away feeling like you know me. That answer made no sense. I'm such a loser, dude," she smiles.