

LYKKE LI RELEASES MUSIC VIDEO FOR “hard rain”

FROM FORTHCOMING ALBUM

so sad so sexy

OUT JUNE 8TH VIA RCA RECORDS

Watch “hard rain”: <http://smarturl.it/hardrainV>



(New York – May 23, 2018) Los Angeles based, Swedish vocalist, producer, and songwriter **Lykke Li** released a seductive video over this past weekend via her story on Instagram for her **single “deep end”** shot entirely on an iPhone. Today, she releases part two of that love story with the cinematic video for album track **“hard rain”** directed by **Anton Tammi**.

Click [HERE](#) to watch **“deep end”** and [HERE](#) to watch the video for **“hard rain.”**

“hard rain” expands on the **“deep end”** music video, showing viewers the continuation of the wild relationship. The vertical iPhone-shot video for **“deep end”** was filmed during the making of the video for **“hard rain,”** both shot on location in Mexico City with actor Moley Talhaoui and directed by Anton Tammi.

These two songs, plus the track **“utopia”** released by Lykke last week, mark the long-awaited coming of ***so sad so sexy***, Lykke Li’s fourth full-length album and follow-up to 2014’s critically acclaimed *I Never Learn*, due June 8th via RCA Records, her first release with the label. *so sad so sexy* is available for [pre-order now](#). The album’s lead single, **“deep end”** was produced by Jeff Bhasker, Malay, and T-Minus and album track **“hard rain,”** was produced by Rostam Batmanglij.

This summer, Lykke will be performing at the BBC's Biggest Weekend Festival in Belfast, All Points East in London, Chicago's Lollapalooza and more. Visit lykkeli.com for schedule.

Pre-order *so sad so sexy*: <https://fanlink.to/sosadsosex>

Watch "deep end": <http://smarturl.it/deependV>

Watch "hard rain": <http://smarturl.it/hardrainV>

Press raves for Lykke's new single "deep end" and "hard rain"

"High Priestess of cool pop" - **Noisey**

"Lykke Li has always found her own path through pop music. She is and isn't a part of that landscape, instead dancing along its edges where the grass grows wild." – **NPR**

the tracks are, indeed, very sad and very sexy."- **Fader**

"Lykke Li is back" **Interview**

"lush vocals and lyrics.... a mesmerizing ballad ['hard rain'] filled with subtle synth lines and unexpected vocal flourishes." **Rolling Stone**

"inventive sonic choices around every corner. ...It's a futuristic quiet storm, and there's no shelter."- **Pitchfork**

"...Lykke Li has always been something of an ingenue: a little dark, a little mysterious, a little hidden behind layers of feelings in emo-pop that thrums with raw insecurity... ['deep end'] an arresting mashup of her flexible voice over a trilling rap beat and a gentle, memorable melody.... intoxicating ..." – **Time Magazine**

[Twitter](#) - [Instagram](#) - [Facebook](#) - [Website](#)

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