

LYKKE LI RELEASES FOURTH STUDIO ALBUM

so sad so sexy

OUT TODAY, JUNE 8TH VIA RCA RECORDS

ANNOUNCES “SO SAD SO SEXY” FALL NORTH AMERICAN AND EUROPEAN TOUR

WATCH LAST NIGHT’S PERFORMANCE ON *LATE SHOW WITH STEPHEN COLBERT* [HERE](#)



COVER ART + PRESS PHOTO [HERE](#)

(New York -- June 8, 2018) Today, Los Angeles based, Swedish vocalist, producer, and songwriter **Lykke Li** releases her critically acclaimed fourth studio album *so sad so sexy* via RCA Records. *so sad so sexy* is available now across all digital service providers: <http://smarturl.it/sosadsosex>

The release of the album will be celebrated with the “*so sad so sexy*” fall tour, presented by **YOLA Mezcal**, that will run throughout major cities in North America and Europe including New York, Los Angeles, Toronto, London, Paris, and more. The tour will kick off on October 5th in Washington, D.C. with general on-sale tickets becoming available in the UK on Wednesday, June 13 at 9am UK/10am CET and on Friday, June 15 at 10am local time [here](#). In anticipation for her tour, Lykke Li has performed on several festivals outside of the US, including last month’s BBC’s Biggest Weekend Festival in Belfast, All Points East in London, and will be performing at Lollapalooza, and more. See full tour dates below or visit lykkeli.com for complete schedule.

Prior to release, Lykke revealed multiple tracks including the album's lead single "[deep end](#)," followed by "[hard rain](#)," "[utopia](#)," "[two nights feat Aminé](#)," and "[sex money feelings die](#)." Lykke Li released two highly seductive videos, one for single "[deep end](#)" shot entirely on an iPhone, and released part two of that love story with the cinematic video for album track "[hard rain](#)" directed by **Anton Tammi**. She also shared a video crafted with personal home videos for "[utopia](#)."

FADER praised her return as "one of the most anticipated pop releases this year" and *Rolling Stone* called "hard rain" a "mesmerizing ballad" while *Pitchfork* stated the song had "inventive sonic choices around every corner." Early reviews for the album claim *so sad so sexy* is "a superb reinvention of Lykke Li" (*Consequence of Sound*).

so sad so sexy was produced by Lykke Li and Malay (Lorde, Frank Ocean) with collaborators Jeff Bhasker (Kanye West, Bruno Mars, Rihanna), Rostam (Solange Knowles, HAIM), Illangelo (The Weeknd), Jonny Coffey (Beyonce, Naughty Boy, Sam Smith), DJ Dahi (BANKS, Ty Dolla Sign), T-Minus (Kendrick Lamar, Drake), Skrillex and Emile Haynie (Eminem, Lana Del Rey, Dua Lipa). Songs were written mainly by Lykke with her main co-writer Ilsey Juber (Beyonce, Drake, Kanye, Majid Jordan).

Lykke performed lead single "[deep end](#)" on *The Late Show with Stephen Colbert* last night accompanied by the Harlem Choir. Watch it [HERE](#).

STREAM/BUY *so sad so sexy*: <http://smarturl.it/sosadsosex>

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

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

Listen to "two nights": <http://smarturl.it/LLtwonights>

Listen to "sex money feelings die": <http://smarturl.it/LLsmfd>

Watch "utopia": <http://smarturl.it/UtopiaV>

Watch "deep end" Performance on *The Late Show with Stephen Colbert*:

<https://www.youtube.com/watch?v=zmGgJb5ikoM>

Press raves for Lykke Li:

"...one of the most anticipated pop releases this year...the tracks are, indeed, very sad and very sexy"- **Fader**

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

"so sad so sexy is a superb reinvention of Lykke Li"- **Consequence of Sound**

"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**

"...we're in store for a mad ride and potentially an album of the summer...so sad so sexy hints at both a transformation, and a culmination of the Lykke Li sound we've come to know and love:

ever-surprising whimsicality, divine overflowing synths, playful beats, devastating lyricism...”- *Paper Magazine*

“dramatic new direction”- *Billboard*

“...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*

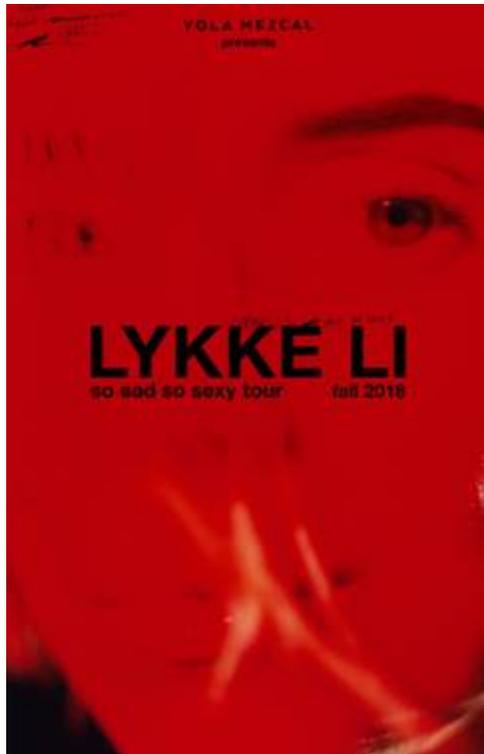
“...Lykke Li has always been something of an ingenue: a little dark, a little mysterious, a little hidden behind layers of feelings in emo-pop that thrums with raw insecurity... [‘deep end’] an arresting mashup of her flexible voice over a trilling rap beat and a gentle, memorable melody.... intoxicating”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

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Photos and more available [HERE](#)

FALL 2018 NORTH AMERICAN SO SAD SO SEXY TOUR DATES:

10/5 - Washington, DC - Lincoln Theatre

10/7 - Boston, MA - Paradise Rock Club

10/8 - Philadelphia, PA - Union Transfer

- 10/9 - New York, NY - Terminal 5
- 10/11 - Toronto, ON - Danforth Music Hall
- 10/12 - Montreal, QC - Corona Theatre
- 10/16 - Los Angeles, CA - The Wiltern
- 10/17 - San Francisco, CA - The Fillmore
- 10/18 - Sonoma, CA - Gundlach Bundschu Winery
- 10/20 - Seattle, WA - Showbox At The Market
- 10/21 - Portland, OR - Roseland Theatre

EUROPEAN SO SAD SO SEXY TOUR DATES:

- 11/4 - London, UK - O2 Academy Brixton
- 11/5 - Amsterdam, NL - Melkweg
- 11/6 - Paris, FR - Bataclan
- 11/8 - Berlin, DE - Astra Kuturhau