

GLOWIE RELEASES MUSIC VIDEO FOR “CRUEL”

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“Glowie is poised to be Scandinavia’s next big music export...a bona fide pop star” - **Vogue**

“This debut from the Icelandic newcomer sets profanity strewn body image belligerence to an infectious tropical beat” – **The Sunday Times Culture**

“A breakout anthem that has been a constant on the Clash stereo” - **Clash**

“Glowie specialises in Nineties R&B-influenced tracks akin to Dua Lipa. For her, art doesn’t always have to look nice. But it does sound really good” - **The Independent**

“Glowie’s music is unlike anything we’ve heard before” – **MTV**

“Glowie is a pop star to believe in” – **Hunger TV**

“If you’re a fan of pop music, [Glowie] is about to slide into your consciousness” - **i-D**

“Iceland’s breakout popstar writes songs with a message – and they also happen to be bangers” – **The Line Of Best Fit**

21 year old Icelandic native Sara Pétursdóttir - aka **Glowie** - releases the official music video for her incredible new single **Cruel** via Sony Music UK/RCA Records

Check out the video [HERE](#).

Penned by hitmaker and new Glowie collaborator **Tayla Parx (Ariana Grande, Anderson Paak, Khalid et al.)** **Cruel** arrives as the sequel to Glowie’s debut single **Body**, which set out to inspire body positivity and beauty for the masses.

Glowie unapologetically tears up the rulebook on her formidable new anthem which tells the all too familiar story of how cruel kids really can be. Bullied at school for being too skinny, Glowie found herself

in an unhealthy relationship with her body and a whole host of uncertainty. Today however she proudly wears all her vulnerabilities on her sleeve, harnessing **Cruel** as the luminary for a new empowered generation, hungry to live their lives through unparalleled and uncensored honesty.

Speaking about **Cruel** Glowie said, “*Wouldn’t the world be so boring if we all looked the same? Wouldn’t the world be so boring if we were all perfect? I want Cruel to inspire anybody suffering hardship in the world to say to themselves, it’s okay to not feel okay sometimes. It’s the hard times that make us stronger.*”

Glowie recently wrote a heartfelt open letter for British model **Adwoa Aboah**’s website **Gurls Talk**, discussing the themes of her first two singles. You can read that [HERE](#).

Glowie released her debut single **Body** in October 2018. Written by **Julia Michaels (Justin Bieber, Selena Gomez, Britney Spears et al.)** the gold-plated banger arrived alongside a video featuring a diverse plethora of dancers handpicked by Glowie for their inspiring body confidence and captivating moves. And, having met US rapper Saweetie on set in LA, Glowie then released said Saweetie version to the mases, completing the package and marking an impressive arrival for the gen Z star.

Watch the video for *Body* [HERE](#).

Listen to the Saweetie version of *Body* [HERE](#).

The Icelandic music scene might be full of ethereal dream weavers and local trap, but 21-year-old **Glowie** is heading out in her own direction. With a distinctive voice and a dark, R&B-leaning pop style, she is set to make an explosive impact on the global music scene and take her rightful place as one of the most exciting emerging artists of 2019.

www.instagram.com/itsglowie

About Glowie

Born, raised and based in **Reykjavik**, when **Glowie** was not in the studio or working her way around her favourite record store, the reflective millennial could usually be found in the nearby pine forests blissing out in the silence. **Iceland** can be an isolating place, but Glowie embraced the solitude. Bouncing between the bedrooms of her older siblings as a child gave her all the musical education she needed; Outkast, JT and Craig David with her brother, and J.Lo, Sugababes, and Destiny’s Child with her sister.

Like many of us, **Glowie** grew up with an uncertainty about herself and how she looked. She caught on early that it helped to channel her feelings into art. Knowing the importance of taking care of yourself both physically and mentally proud feminist **Glowie** is conscious of spreading not just positivity but real talk both on social media and with her music. As she proudly states on social media “*Art is not supposed to look nice, it’s supposed to make you feel something...I’m tired of trying to look nice for other people and being a certain way to make people like me. This year I am not going to be flawless, I’m going to be me, happy, emotional. I will paint, sing, dance and work my ass off.*”