

Yebba Releases Official Video for
“Louie Bag” feat. Smino
Watch Here: <https://smarturl.it/LouieBag/youtube>

“Louie Bag” Featured on Her Forthcoming
Debut Studio Album *Dawn* out September 10 (RCA Records)



Smino & Yebba – [High Res](#) - Photo Credit: Francesco Carrozzini

(New York- August 16, 2021) Today, Grammy winning singer/songwriter/arranger/producer **Yebba** releases the official video for “**Louie Bag**” featuring rapper/singer **Smino**.

The video was directed by award-winning photographer and director [Francesco Carrozzini](#) (Jay-Z/Beyoncé/Lenny Kravitz).

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The track was co-written by **Yebba**, **Smino**, **Q-Tip**, and **James Francies** and produced by **Yebba** and **Mark Ronson**.

Billboard writes of the track: “With her untouchable vocal skills... (and) punchy verse from Smino balances out the Arkansas native’s smooth melodies, the duo forming a musical yin and yang.” **UPROXX** continues “Led by her soothing vocals and detailing her recent successes and

distaste for friends who are ‘talking sh*t for no reason,’ Yebba delivers a track that stands strong on its own but gets a boost with the addition of Smino’s slick verse.”

Yebba shares the inspiration for “Louie Bag” which came to her during a rough period after she lost her mother to suicide:

“Someone said to me, ‘You have to make sure this is not going to make you bitter. Bitterness will rob you.’ And at the time I started that song I was in Resentment City, with all these labels trying to sign me and people pressuring me, telling me, ‘you’re never going to see a deal like this again,’ when I just wasn’t ready. So I said to them, ‘If you ever tell me I’m going to miss my chance or I’m going to run out of time, I will pack my bags and go back to Arkansas and I’ll quit singing. Because if I say I’m not ready because my mom just killed herself, then I’m not fucking ready. The answer is no.’ I don’t even own a Louis bag, but when I got my first check from publishing I wrote that line: “Put it in my Louis bag, don’t let it overflow.” It’s for any label that tried to sign me - for all those men talking to me like that. It’s me talking about all the confusion and the disarray I was feeling at the time, and delivering that right to their doorstep. I just sent those bad vibes right back to those motherfuckers.”

Yebba’s debut album ***Dawn*** will be released September 10th via RCA Records. Her previous single ***“October Sky”*** was released last month along with an [acoustic performance video](#) and received critical praise (“a master class in conveying complex emotions”– [NPR](#)) along with love from **H.E.R., Justin Timberlake, Brandi Carlile, Zane Lowe, and Mark Ronson**, who produced “October Sky” and executive produced the album.

Lead single “Distance” was nominated at the 2021 Grammys for “Best Traditional R&B Performance,” was included on Barak Obama’s annual playlist to extraordinary critical raves. ***Clash*** writes: ‘Distance’ is a phenomenal exhibition of Yebba’s dramatic vocal ability.” ***Rolling Stone*** concurs “Yebba delivers a characteristically stunning vocal performance,” and ***NPR*** calls the song “the ultimate exercise in restraint. Fully aware of her ability to vocally run circles around any production, she matches the tenderness of the orchestration and lyrics.” ***Okayplayer*** continues “At just 25 years old, Yebba has become an acclaimed vocalist due to her unforgettable sound.”

Grammy, Oscar and Golden Globe winning musician and producer **Mark Ronson** executive produced the album, and other key collaborators include **Questlove, the Roots, A\$AP Rocky, Kaytrananda, Pino Palladino, Smino, James Francies, Smokey Hormel** and many more. The album was recorded at New York City’s Electric Lady Studios.

St. Louis artist **Smino** has been on quite the feature run over the past two years working with artist like SiR , Doja Cat , J.I.D , J.Cole and more while working on his long awaited follow up to 2018’s *NIOR* that he has been teasing for fans is coming in 2021. Smino dropped his Monte Booker produced record *Rice & Gravy* earlier this year as warm up to what’s next as the frequently collaborators gave fans their signature sound.

What the Press is Saying About Yebba:

“The one-in-a-million voice destined for the spotlight...Not since Amy Winehouse has there been a voice like this...‘Dawn’ [her debut album]... will make her a star’ - ***Daily Telegraph (UK)***

“...a song that’s been haunting my ears since June.

“a master class in conveying complex emotions.” - **NPR**

“She has the range...Her daring vocals leap from ...falsetto to sultry, guttural contralto.
Her delivery defies convention.” – **Pitchfork**

“(Her debut album) is from start to finish the most incredible body of work and will be one of those albums that will travel with you for the rest of your life.... Really special... Embrace it, enjoy it, it will bring so much joy to your life.” –
Zane Lowe, Global Creative Director and Host, Apple Music

“Soon, she will be heralded, her voice is like the whole hymn, no choir needed.”- **Uproxx**

“A soulful treasure.” – **CLASH**

“...swooning new song... an airy vibe that flits between folk and soul as Yebba delivers a characteristically stunning vocal performance (“Distance”) –
Rolling Stone

“Yebba's voice is folky and musing, with lyrics that cut into the heart the way she delivers them.
 (“October Sky”)... a moving single.” - **Teen Vogue**

“Imagine Joni Mitchell doing madrigals and you have the idea of what this song (“October Sky”) sounds like. Add to that one of current pop’s most beautiful voices – seriously the Arkansan could sing the times tables and break your heart.” -- **The Times (UK)**

“Incredible vocal talent...Yebba, used this opportunity (“October Sky”) to focus in on a nuanced, nostalgic track that showcases her control...” - **Earmilk**

“...the glimmer of a generation-defining and defying talent.” – **Ones To Watch**



Photo Credit: Ricky Alvarez - High Res [HERE](#)



[Dawn](#) album cover art [HERE](#)



“Louie Bag” feat Smino single cover art [HERE](#)

Dawn Track Listing:

1. How Many Years
2. Stand
3. Boomerang
4. All I Ever Wanted
5. Far Away feat. A\$AP Rocky
6. Dawn
7. October Sky
8. Louie Bag feat. Smino
9. One More Smile
10. Love Came Down
11. Distance
12. Paranoia Purple

Read Yebba's bio [HERE](#)

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