

**ARTIST TO WATCH AUGUST ROYALS  
DROPS NEW SINGLE “PRADA” TODAY!  
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**ROYALS ENLISTED FRIEND & COLLABORATOR  
KEVIN ABSTRACT ON NEW SINGLE, PRODUCED BY  
BROCKHAMPTON’S ROMIL HEMNANI**

**THREE PART INTERVIEW SERIES WITH KEVIN  
ABSTRACT OUT NOW  
WATCH [HERE](#)**



**LOS ANGELES (October 22, 2021)** – Today, August Royals returns with another alt-pop hit, “Prada”. As the song unravels, this moody, yet dreamy track is complimented by beautiful staccato guitar notes playing alongside August’s soft vocals and he sings, “We put up a fight. But I gotta say goodbye and baby it’s such a tragedy but baby it doesn’t have to be”. Royals first posted a teaser demo of “Prada” a year ago that quickly caught fire on SoundCloud and has since amassed nearly 300,000 streams. August then went

back to the studio to continue working on his debut project and teamed up with friend and collaborator Kevin Abstract on the track. BROCKHAMPTON's integral member and producer, Romil Hemnani, produced the track. Listen to "Prada" [here](#).

Leading up to the single's release this week, August released a new three-part interview series with Kevin Abstract that premiered in partnership with **Clash**, who described the series as "the perfect primer on the world of August Royals." View the series [here](#).

"Prada" is the fifth single August has released since bursting out onto the scene this summer and August has quickly started making a name for himself in just a few short months as an artist to watch. Most recently, he was featured in **Pigeons & Planes** highly coveted "Best New Artists" feature. They heralded, "Royals is the rare kind of talent who's positioned to strike the difficult balance between artistry and accessibility, like he did on recent single 'Crash.'" The single was also featured as one of **Billboard's** "10 Cool New Pop Songs" following its release. His debut single, "Blue Football," was met with praise and critical acclaim. **V Magazine** declared "August Royals makes his big debut with "Blue Football," a gritty track with the guitar runs and staccato synth beats to match" while **Clash** called it "exhilarating" and praised, "Blue Football" is a carefully finessed song, one that balances the micro with the macro in its search for meaning."

The Georgia-born and Los Angeles-based singer and songwriter first caught listeners' attention in 2019 when he posted a clip of his song "Restless" and went viral on Instagram with hundreds of thousands of views. After a chance meeting with Kevin Abstract at a show in Los Angeles, the two became fast friends and collaborators. Championed by Abstract, August signed with RCA Records.

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