

SAM FISCHER RELEASES VIDEO FOR NEW SINGLE “ALL MY LOVING”

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*“Although so many of his songs are deeply personal, his storytelling can be universally appreciated and understood.” – **Wonderland***

*“A Lewis Capaldi-flavoured sad song about the difficulties of adapting to LA life” – **Vogue***

*“One of the most exciting new artists to date” – **1883***

*“Emotional and all-too-relatable” – **Billboard***

*“Self-reflective writing to euphoric pop bops – Sam Fischer is spinning setbacks into success” – **Notion***

(June 24, 2022) – Today, **Sam Fischer** shares the official video for his emotive new single “**All My Loving.**” Out now via **RCA Records**, the release follows his recent single “**Hopeless Romantic**” and his hit songs “**This City**” and “**What Other People Say**” with **Demi Lovato**.

The beautifully shot cinematic visual, directed by **Harry Law** (5 Seconds of Summer, Baby Queen, Genesis) depicts Sam presenting us with a cast of characters moving in and out of the throes of every stage of love. New love, self-love, and enduring love all take center stage in the colorful and endearing video that truly matches the infectious, vibrant energy of “All My Loving.”

Speaking about the video, director **Harry Law** says, “*in ‘All My Loving,’ itself an all-encompassing and seductive title, we wanted to maneuver Sam in and out of love-drunk vignettes. Amongst a circus of weird and wonderful characters, Sam becomes an observer, narrator, and tour guide through a host of affections. From self-love to sensual love; enduring, obsessive, unconditional, innocent and more – we see that it truly is a many splendored thing. We are all capable of being each of these throughout our lifetimes. In the runtime of the song, we wanted to put an audience through every one of these stages. Sam’s honest and vulnerable song is a celebration of the peculiar feeling that causes it all, and we hope the film is too.*”

Sam Fischer adds, “*the concept of ‘All My Loving’ was to show all the different types of lovers we become or encounter throughout our lives. I’d like to say the crew absolutely nailed it. So excited for you to see.*”

Co-written and produced with **Steve Mac** (Ed Sheeran, Calvin Harris, One Direction) during the pandemic, “All My Loving” is a soulful and heartfelt song about having an honest conversation with yourself to do better. It builds to a euphoric and passionate chorus of declarations that showcase Sam’s powerful vocals.

About Sam Fischer

Australian-born Sam Fischer first introduced himself with his ***Not A Hobby EP*** and has achieved well-deserved attention since for his heartfelt songs. Touring North America with his friend **Lewis Capaldi**, he wowed crowds with his buoyant personality and pure love and talent for songwriting. Now based between LA and London, he not only has received acclaim for his own work, but he continues to solidify his spot as one of the hottest current writers, having worked with global pop superstars including **Ciara, Cat Burns, Lennon Stella, Louis Tomlinson, Elle King, Jessie J, Virginia To Vegas** and many more.

Sam’s debut single, “**This City**,” currently stands at over 500 million worldwide and earned Gold certification in the US, performing the track on ***Ellen, Jimmy Kimmel Live!***, and ***The Late Late Show with James Corden***. His duet with **Demi Lovato**, “**What Other People Say**,” has sold over 1 million copies and earned praise from ***Billboard, Rolling Stone, People, NME, Popsugar***, and more, in addition to Sam and Demi performing the song on ***Ellen***. Earlier this year, he completed his first live tours in the UK and US and recently supported **Ashe** on tour in the UK and Europe.



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