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# INSIGHT

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songs that  
need to  
come back  
into the  
charts



## WHO IS **BLAKE BRYANT?**

The artist redefining the  
music landscape

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“ People should be comfortable in their own skin and not wear something to satisfy the urges of others.



Read this article, and a special exclusive from both Blake and our in-house music expert Destinee online!

# BLAKE BRYANT

## Disrupting the equilibrium in the music industry

**Blake Bryant is new on the music scene, having only previously released one EP independently which was left sitting in the charts for two weeks after becoming the sound of a viral TikTok trend.**

With over 52 million videos created on the dance and lipsync app using the sound of her song 'eight', Blake has found herself signed with Interscope and releasing a new single eight in the new year.

### **"It's not much but it's home"**

Blake lives in a small, but cosy flat in London's East End with her friend Kylie, online Kylie (known as @Kyliexo) is a small celeb of her own, with 12k followers on Instagram and 29k followers on TikTok.

They have a small open plan kitchen-living space with a petite balcony overlooking Forest Gate, the place is littered with fairy lights and trinkets. It's like being back at mums with a modern twist.

Bryant admits she's modest at heart:

"It's not about the showing off, it's about it feeling like a home" she told me.

### **Ending the stigma**

Blake's video follows a lesbian couple as they experience a difficult patch in their relationship, it explores the personal journey of one of the partners as they remember and come to terms with the argument.

She told me: "I fear there





is a dangerous stigma forming regarding lesbian relationships in the modern media, that they are something to be used for the enjoyment of others."

She mentioned how the attack of a lesbian couple on a London Night Bus in 2019 really influenced her to address this stigma:

"They were living a normal life, and they were attacked. Not for being lesbian alone, but for refusing to gratify the needs of others around them."

This also explains the outfits within the video, which are simple, non-revealing and

non provocative. Blake made this video for herself and not to meet anyone else's expectations.

## "Surreal, yet so right"

This was Blake's first professional music video shoot and she described her experience as "incredible". As she had her own creative control, her close friend Benjamin Cutton (THE ROAD LIVES ON, 2019) produced the video.

"Our visions merged together almost perfectly." She described, Cutton's careful execution of the narrative in order to create a perfect video."

Alex, the actress cast to<sup>24</sup> play the girlfriend in the video has become close to Blake over the shoot:

"She has been my rock. Shooting your first professional music video is scary. Shooting it and barely knowing a person there is even scarier."

## Looking forward

This is only the first for Bryant. She has high ambition and hopes to move into the future, and hopefully be in for a chance to win big in the future:

"I would like to win something, just to prove to those who said I couldn't, that I can."

You can learn more about Blake by reading her online exclusive piece: Obsessions, Confessions and Life Lessons available only on [yourinsight.com](https://yourinsight.com).

See the video for 'eight' on Blake's YouTube: [youtube.com/blakebryant](https://youtube.com/blakebryant)



"It's time to break the stigma that LGBTQ couples are some kind of different species."



@BlakeBryant

[blakebryant.net](https://blakebryant.net)