

SINGLE PRESS RELEASE

88/89

Bite The Bullet



Artist: 88/89

Single: Bite The Bullet

Release: 9th July 2021

For fans of: Datarock, The Presets, Justice, Zoot Woman

“...oozes cool.” - **Music Week**

Formed in 2019, the chance meeting between **Michael Hornby** (vocals) and **Jack James** (guitar) was an opportunity to reconnect with the music industry after a number of years in hiatus. Developing and writing plethora of demos, the duo concluded that it would be more productive to move in together, build a small studio and work around the clock. **88/89** were officially born.

Combining their ability to play a multitude of instruments, Michael and Jack flourished, creating an 80's-inflected dance rock; effortlessly melding electro, indie and nu disco. Forthcoming single, ***Bite The Bullet***, encapsulates 88/89's vibrant psych-pop sound. Opening with a throbbing beat, punctuated by hefty rock guitar soundscapes, ***Bite The Bullet*** soars as Michael Hornby's vocals take centre stage, beautifully accented by dreamy harmonies. On ***Bite The Bullet***, 88/89 have crafted a song that fuses the stylish electroclash of **Zoot Woman**, with the 80s nuanced pop sounds of **The Presets** and the flamboyance of **Prince**.

Multi-instrumentalists, the pair take on all musical duties including drums, keyboard and bass. Their unwavering vision, allied to a DIY ethic, runs throughout every facet of their creative output with production, artwork and graphic design honed and perfected within the four walls of their West London home. So far, the results have been significant with support coming from tastemakers such as **Music Week Tastemaker**, **Beats Per Minute**, **Notion Magazine**, **It's All Indie** and **Mystic Sons**. 88/89 have also picked up an impressive list of playlist coverage including **Spotify's New Music Friday** and **Fresh Finds**, **Apple's New Music Daily**, **Shazam's Best New Music** and many more.

Bite The Bullet is out on **9th July 2021**.

ABOF
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