**BELLA POARCH & SUB URBAN JOIN FORCES ON THRILLING NEW SINGLE “INFERNO”**

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**A picture containing person, posing

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**August 13, 2021 (Los Angeles, CA)** – As the follow-up to their recent string of record-smashing collaborations, alt-pop’s newest and most provocative duo **Bella Poarch** and **Sub Urban** unleash their hypnotizing new single **“INFERNO,”** out now via Warner Records. Poised to become yet another viral success for the two breakthrough artists, the new song makes its debut alongside a cinematic official video featuring nearly twenty guest appearances from their viral inner circle, including **Bretman Rock, Pokimane, Valkyrae, TommyInnit, Adin Ross**, and more.

Over the past year, the pair has found an incredible chemistry together as Sub Urban produced Bella’s monumental music debut – the explosive single **“Build a Bitch,”** which smashed the record for the **biggest debut EVER** on YouTube, entering both the **Global and US YouTube charts at #1**, with over **75 million first week video views** and more than **270 million to date**. Bella holds the title as the third most followed TikTok account in the world with over **77M followers**, as well as **485M total global streams** across her catalog thus far, catching early attention from the likes of *VOGUE, NYLON, ELLE, Rolling Stone, Buzzfeed,* and *Billboard*, to name a few.

Alt-pop visionary Sub Urban is coming off the success of **“Cirque”** – starring Bella as a main character in the accompanying video – and **“Freak” (feat. Rei Ami)**. With over **1 billion total streams** under his belt across his catalogue and a **#1 song at Alt Radio in “Cradles,”** Sub Urban is gearing up to usher in a whole new world as he puts the finishing touches on his forthcoming debut album, the follow-up to his 2020 EP, ***Thrill Seeker****.*

**ABOUT BELLA PORCH**

Infinitely fascinating and unpredictable, Bella Poarch is a true force of nature. Not only the world’s third-biggest TikTok star (with over 77 million followers and counting), the Filipino-American is a U.S. Navy veteran who’s created countless home recordings based on her emotional & raw life experiences. Originally hailing from a tiny farm in the Philippines, Bella first discovered her vocal gifts as a little girl and started performing at school talent shows despite her parents’ disapproval. She enlisted in the U.S. Navy at 17, where she proudly served working on helicopters and jets across the States and Japan, and ultimately landed in Hawaii as her contract was ending. Based on her friends’ suggestion, Bella downloaded TikTok in early 2020 and soon found a community who propelled her to the most-liked TikTok video of the year – an August 2020 post that’s accrued more than 50 million likes. By September 2020 she’d moved to L.A. to focus on her career goals a musician, and now, with her debut single “Build a Bitch,” produced by Sub Urban, and more music to come, Bella Poarch delivers her own diverse and alternative brand of dark pop.

**ABOUT SUB URBAN**

Sub Urban is no conformist when it comes to breaking boundaries within alternative pop music. The 21-year-old singer, songwriter, and producer born Daniel Maisonneuve has spent the last few years writing captivating, otherworldly music as a means of processing the turmoil of a tumultuous coming of age. Even on his most beloved songs, he sings about heavy themes—addiction, anxiety, and the lonely weight of existence. But as he finishes the follow-up to his 2020 debut, Thrill Seeker, he’s fine-tuned his craft into a fresh and idiosyncratic musical concoction. “My sound has shifted and grown with me over the course of this past year and a half,” he says, “but to be honest, I feel like it’s what I should have done immediately after ‘Cradles.’ However, having taken all that time, I’m more certain in my sound than ever before.” Sub Urban’s first hit, 2019’s “Cradles,” paved the path for a new generation of alternative. Buoyed by TikTok virality and a stunning music video, the song hit #1 at U.S. alternative radio and has since earned nearly 400 million views on YouTube. Though Thrill Seeker was mostly made up of songs written before “Cradles,” it reinforced Maisonneuve’s imaginative worldbuilding; he’s only just started to dream of new wrinkles to add to Sub Urban. Even with his grim aesthetic, this new era is fueled by the mania of creation—the exciting energy of ushering in a whole new world.

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**FOLLOW SUB URBAN**

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