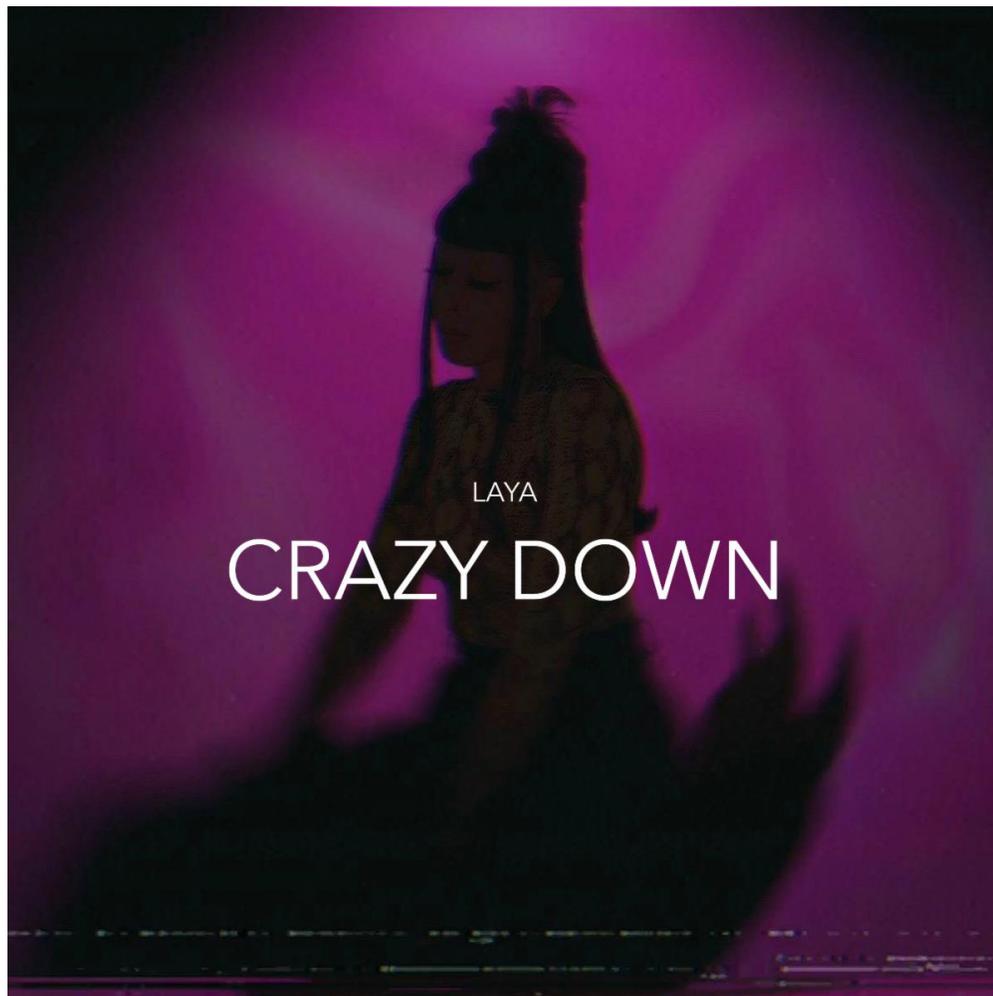


LAYA DROPS '90S-INSPIRED SLOW JAM "CRAZY DOWN"

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WARNER RECORDS DEBUT EP
UM, HELLO OUT APRIL 8TH
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March 25, 2022 (Los Angeles, CA) — Today, new Warner Records singer/songwriter **LAYA** releases “**Crazy Down**” a nostalgia-inducing track laced with the slow-drippings of ‘90s R&B. The slow-burning single finds the Staten Island-born artist gliding over a syrupy production with breathy vocals. But make no mistake, **LAYA**’s songwriting is as direct as she is tender—asserting herself on a track that is an incantation for shooting your shot. The visual, both directed and conceptualized by **LAYA**, finds the singer paying homage to her “Mothers” in intimate and sensual scenes that capture her essence and creative energy. Listen to “Crazy Down” [HERE](#) and watch the visualizer [HERE](#).

Already a fan-favorite by way of social teasers, and inspired by her heroines, “**Crazy Down**” interpolates Brandy’s 1994 hit “I Wanna Be Down” and samples Missy Elliott and Beyoncé’s “Crazy Feelings” from 1999’s seminal *Da Real World*. But instead of mimicking Brandy’s innocence, or Elliott and Beyoncé’s blind infatuation, **LAYA** uses this fusion to introduce the listener to who she is: a woman who goes after what—and who—she wants. “*I’m tired of dreaming about it if it won’t come true,*” the New Yorker sings. **LAYA** is skilled at making her

muses sound new in a sound she dubs “an old, new-wave bounce.”

In February, **LAYA** unleashed a fresh new sound with banger "[Brag.](#)" a bass-heavy song fantasizing about life once she “gets the big bag” alongside Brooklyn drill star Fivio Foreign. This month, she partnered with Amazon Music for Women’s History Month to release a cover of Missy Elliott’s “Sock It 2 Me.” **LAYA** wowed reporters at *Billboard*’s [Women In Music event](#) and received a huge co-sign from Missy Elliott on social media. With the forthcoming reissue of *Um, Hello* EP, **LAYA** is putting a futuristic spin on ’90s R&B and carving out her own niche in the industry.



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Credit - Jabari Jacobs

ABOUT LAYA:

LAYA’s boundless creativity is born from a desire to push herself. The Staten Island-born artist has worked as a singer, songwriter, producer, creative director, and visual artist—constantly shifting forms and acquiring skills, because, for her, that’s what growth looks like. Her vibrant yet vulnerable take on R&B and pop offers up a unique perspective on life and love, powered by a need for newness. The upcoming release of her EP, *Um Hello*, showcases her approach thus far, but her first single of 2022, “Brag,” with Fivio Foreign, is a retrofuturist victory lap—her slinky ’90s-indebted vocals echo gently as she flexes what she’s accomplished so far. Which is a lot. Growing up around musical theater and visual art, LAYA’s love of performance began in her childhood. But over time her musical energies focused and crystallized, leading her to the nostalgic, yet forward-looking sound resonating with fans today. Her 2020 breakout, “Sailor Moon,” showcased that visionary approach and broadcast her auteur status. In addition to writing the song, LAYA also shot, directed, and edited the visuals, on top of doing her own hair, makeup, and wardrobe—all skill sets that remain core to her work today. The inclination to constantly create has given her a leg up, in terms of achieving her past, present, and future ambitions. “Everything that I’ve gotten to this point, I’ve worked for and made happen,” LAYA says. “It didn’t exist yesterday, but it exists today.” And clearly, tomorrow.

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For more information, please contact:

Aishah White | Warner Records

Aishah.White@warnerrecords.com
