

## LAYA DROPS EXPANSIVE *UM, HELLO* EP AND SAUCY "ON SIGHT" VIDEO

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**April 8, 2022 (Los Angeles, CA)**– Today, Staten Island songstress **LAYA** releases the heady *Um, Hello*, her debut EP on Warner Records. The 11-track set shows off the R&B singer, songwriter, and creator's versatility as she balances airy melodies with hefty beats, explores nostalgic sounds through a modern lens, and packs it all with plenty of sass and seduction to keep us firmly rooted in the present. The EP arrives alongside a virtual-reality-themed video for sultry bedroom groove "On Sight." Listen to *Um, Hello* [HERE](#) and watch "On Sight" [HERE](#).

About the project, **LAYA** exclaimed, "*Um, Hello! I need you to pick up the phone. My debut EP is too fire and it's out now!*"

*Um, Hello* is both unapologetic and understated, a combination that highlights **LAYA**'s hard-hitting yet honeyed appeal. Each song on the reissue is built around minimalist yet booming production that seems to invite the listener into another dimension. **LAYA**'s voice helps guide us through this ethereal, reverb-soaked soundscape, whether she's dishing out a scathing diss—"I know you hate me bitch, you bitter" on the bounce-heavy "[Bitter](#)"—or turning up the heat with a cool come-on on hypnotic, trip-hop-tinged jams like "[Undress](#)." At times, she sounds like a '90s R&B siren, luring us in with melismatic coos, even nodding to that decade on "[Crazy Down](#)," which interpolates Brandy and Missy Elliott. Elsewhere, **LAYA** flexes her power, celebrating her triumphs on the slinky "[Brag](#)" with drill star Fivio Foreign serving up equally boastful raps.

Throughout, a phone stands as a powerful symbol for connection. It rings on the fierce opener

“Closed Case,” clicks to voicemail at the end of “On Sight,” and serves as the launchpad to LAYA’s success on confident closer “Calling Me”: “Watch me shoot off like a rocket, I’m coming in fast,” she purrs. “Now it’s my number that they dial.” That phone—both represented as a new cell and an old rotary—also appears in the inventive video for “On Sight,” in which LAYA invites an unassuming admirer back in time via virtual reality.

The reissue of *Um, Hello* is LAYA’s first project since signing to Warner Records. LAYA was discovered after independently releasing her own music, which she co-produces and writes herself—on top of directing and editing her own visuals. Her December 2020 single, “Sailor Moon,” another *Um, Hello* highlight, went viral on social media, and it has since earned LAYA hundreds of thousands of views and countless new fans.

With Warner behind her and singles like “On Sight” ready to impact, a breakout year is surely on the horizon for LAYA, as she continues to put her futuristic and entirely unique spin on nostalgic R&B.

**UM, HELLO EP TRACKLIST:**

1. Closed Case
2. Bitter
3. Too Up
4. On Sight (Prelude)
5. On Sight
6. Brag (feat. Fivio Foreign)
7. Undress
8. Crazy Down
9. Sailor Moon
10. Incomplete
11. Calling Me



**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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