**TIKTOK SENSATION BELLA POARCH SIGNS TO WARNER RECORDS,**

**UNLEASHES DEBUT SINGLE & VIDEO “BUILD a BITCH”**

[**LISTEN HERE**](https://bellapoarch.lnk.to/BuildABitch) **/** [**WATCH HERE**](https://bellapoarch.lnk.to/BuildABitchVideo)

****

**May 14, 2021 (Los Angeles, CA)** – After overtaking the internet as the third-biggest TikTok star and #1 Asian-American influencer in the world, today **Bella Poarch** announces her signing to **Warner Records** and drops her debut single and music video **“Build a Bitch.”** Bella delivers an empowering message through a wildly original brand of dark-pop, making her introduction as an artist with a one-of-a-kind vision and the talent to see it through.

Listen to **“Build a Bitch”**—[HERE](https://bellapoarch.lnk.to/BuildABitch). Watch the music video for **“Build a Bitch”**—[HERE](https://bellapoarch.lnk.to/BuildABitchVideo).

Brought to life with thehelp of producer and songwriter **Sub Urban**, the song’s soundtrack-worthy production brushes up against her clever and catchy verses as she promises, *“If you need perfect, I’m not built for you*.*”* In crafting the unapologetic lyrics, **Bella** drew directly from the constant scrutiny that comes with being a massively popular social-media star. *“‘Build a Bitch’ is about accepting yourself for who you are instead of listening to other people’s ideas of what you should do or how you should look,”* she says. *“I hope it helps people to feel more confident and good about themselves, and also reminds them not to judge anyone else.”*

The accompanying music video – written by **Bella** and directed by **Andrew Donoho** with creative direction from **Sub Urban** – focuses on a Build-a-Bear-style factory where men line up around the block to construct their ideal woman. They’re in for a surprise as **Bella** falls off the conveyor built, makes herself into a Lara Croft-style avenger, and frees a bevy of influencers to rewrite the narrative once and for all. The clip notably co-stars [ZHC](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fzhc%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769430305%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=MLVTlxPbgsEq8uHBuqkaOW4DcxjZ%2BA1QYxolfv%2BWhgs%3D&reserved=0), [Valkyrae](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fvalkyrae%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769440302%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=5WcaigQEPsDblfArin%2FMtfwUotxAJGXuiJbxxQSvuMw%3D&reserved=0), [Mia Khalifa](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fmiakhalifa%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769440302%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=RqOglfvmjGuaeRLqPpy9cekdvx3FOPBfVYLgzLvoiS4%3D&reserved=0), [Dina](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fsenoritasaeva%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769450295%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=0I4Fw4V3Xn39Qa5Bw8fQK8h8n1%2FVhjleICQfH7cE9D4%3D&reserved=0), [Sub Urban](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fthatsuburban%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769460289%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=9l8C%2FVaTcW2tsCIOXsn%2FauMMSfp%2BHogCeQL679MJCEc%3D&reserved=0), [Bretman Rock](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fbretmanrock%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769460289%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=9bMOg2n1kZia9EMeIKe%2BbOmID6nSnlOkbKpy4daXuys%3D&reserved=0),  [Rakhim](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Frahimabramov%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769470282%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=Wb0IEwiZ2uZAa0V%2B8uBg3k6xWD4ECtzy%2F6snT%2BZvk1k%3D&reserved=0" \t "_blank" \o "Original URL: https://www.instagram.com/rahimabramov/  Click to follow link.), and [Larray](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Flarray%2F&data=04%7C01%7CPatrice.Compere%40warnerrecords.com%7C6ee791ca39474f15b35708d904cb9982%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637546094769480278%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=LTwMtHIpTH2JExkc58iznQzm5cwwuqDD3XzS0yIbq4Q%3D&reserved=0).

Stay tuned for much more to come from **Bella Poarch**.

**About Bella Poarch**

Infinitely fascinating and unpredictable, Bella Poarch is a true force of nature. Not only the world’s third-biggest TikTok star (with over 65 million followers and counting), the Filipino-American is a U.S. Navy veteran, gaming icon, anime obsessive, lifelong singer, and burgeoning songwriter who’s created countless home recordings based on her emotionally raw lyrics and self-taught ukulele skills. Originally hailing from a tiny farm in the Philippines, Bella first discovered her vocal gifts as a little girl and started performing 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 after her contract ended. She now holds the record for most likes on a TikTok video – an August 2020 post that’s surpassed 50 million likes – and by September 2020 she’d moved to L.A. and begun meeting with multi-platinum music producers, soon inking her deal with Warner Records. Now, with her debut single “Build a Bitch” and more music to come, Bella Poarch delivers her own dynamic and diverse brand of dark pop sure to turn heads.



*High-res artwork + photos available* [*here*](https://press.warnerrecords.com/bellapoarch/)

###

**For further information about Bella Poarch, please contact:**

Ceri.Roberts@warnerrecords.com

**Bella Poarch Press Materials:**

[press.warnerrecords.com/bellapoarch](https://press.warnerrecords.com/bellapoarch/)

**Follow Bella Poarch:**

[Instagram](https://www.instagram.com/bellapoarch/) | [YouTube](https://www.youtube.com/c/bellapoarch/featured) | [Twitter](https://twitter.com/bellapoarch) | [TikTok](https://www.tiktok.com/%40bellapoarch?lang=en)

