

ALT-POP PHENOM ALEMEDA JOINS FORCES WITH RACHEL CHINOURIRI FOR "CHAMELEON"

ON TOUR NOW WITH CHINOURIRI, SUPPORTING HALSEY'S *FOR MY LAST TRICK* TOUR

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June 6, 2025 (Los Angeles, CA) — Today, rising Ethiopian-Sudanese alt-pop artist **Alameda** unites with hotly tipped British singer-songwriter **Rachel Chinouriri** for the rousing new single “Chameleon.” Listen [HERE](#) via **Top Dawg Entertainment (TDE) / Warner Records**. The defiant collaboration, which takes aim at a relationship gone wrong, is the genre-transcending talent’s first release since dropping her critically acclaimed debut EP, *FK IT*, in 2024.

“Does it ever get hard to remember or keep up with your hidden agendas?” **Alameda** begins the song over fuzzy guitar chords, before brutally dissecting a failed relationship. **Chinouriri** then taps in to share her own toxic encounter before the collaborators come together for a deceptively breezy-sounding chorus. “Karma’s coming you f**king chameleon,” they growl/coo over layered bright bedroom pop/rock production. “I’d pay you good money to stay away from me.”

A melting pot of sonic influences, “Chameleon” displays **Alameda**’s mastery of genre — a talent she unveiled on her 2021 viral hit “[Gonna Bleach My Eyebrows](#),” which has amassed more than 34 million streams to date, and 2022’s highly quotable “[Post Nut Clarity](#).” The emerging artist built on that momentum with last year’s *FK IT* EP, which included the hazy single “[I Hate Your Face](#)” and the deeply vulnerable “[Not Asking For Much](#).”

The 8-track set picked up much praise, with [Rolling Stone](#) applauding **Alameda**’s “quippy rock bangers” and [UPROXX](#) declaring “the versatile project is a worthy introduction,” while [Farmilk](#) lauded her [COLORS](#) performance of “[I already dug your grave](#)” and her knack “for creating anthemic genre-defying bangers all about defiance, self-love, discovery, and heartache.” She then underlined her versatility by releasing an [unplugged version](#) of *FK IT* in late 2024.

With undeniably sticky tunes like “Chameleon” to road test, **Alemeda** is currently touring, opening for **Chinouriri**, and will then join on as the supporting act for **Halsey’s For My Last Trick** tour on July 5 in Lincoln, CA and July 6 in Highland, CA. Buy tickets [HERE](#). What’s more, **Alemeda** will make her Lollapalooza festival debut performance on Friday, August 1. Stay tuned as she continues to unveil her latest creative era, one thrillingly unexpected sound at a time.

Alemeda Upcoming Live Dates

6/6 – Cambridge Room (HOB) – Dallas, TX*

6/7 – Parish – Austin, TX*

6/8 – Bronze Peacock Room (HOB) – Houston, TX*

6/10 – Atlanta, GA @ Terminal West*

7/5 – The Venue at Thunder Valley Casino Resort – Lincoln, CA^

7/6 – Yaamava’ Theater – Highland, CA^

8/1 – Lollapalooza – Chicago, IL

* supporting Rachel Chinouriri

^ supporting Halsey



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Credit - Marika Belamarich

ABOUT ALEMEDA:

Alemeda, the emerging Ethiopian-Sudanese artist makes Alternative Rock/Pop music as a form of self-expression and empowerment. The 23-year-old Singer/Songwriter/Producer made a name for herself with her viral 2021 debut single, “Gonna Bleach My Eyebrows,” which has earned close to 34 million streams to date, following up with, “Post Nut Clarity” (two million and rising), in the summer of 2022. Telling tales of leveling up, and leaving regrettable exes in the past, she weaves between pop, rock, and alternative stylings while using soft melodies to capture her unbothered attitude. Alemeda’s introduction to music was fairly unconventional. She grew up between Ethiopia and Arizona in a stern household with strict religious rules and customs where she was alienated from music up until the age of 10. Criticism and familial disapproval of her musical aspirations only made her more determined to push the envelope. After graduating high school, she left for Los Angeles to pursue her passion. Since then, she’s written songs that bared her soul. With the release of her debut EP, *FK IT*, she’s determined for her music to be a light in the darkness for others, just as she needed to be for herself. Her recently released singles, “Don’t Call Me” and “Guys Girl,” offer a glimpse into a new chapter of Alemeda’s career, moving on from the turbulent emotions of adolescence to showcasing her growth and confidence.

About Rachel Chinouriri:

Rachel Chinouriri is 2024's most exciting British breakout star. With the release of her debut album *What A Devastating Turn Of Events* she cemented her reputation as one of the UK's most accomplished young songwriters. Making the album was a cathartic experience for Chinouriri: by putting the challenges and joys of her life so far under a microscope she traverses themes of life, death, home and belonging, mental health, love and letting go with unflinching honesty, resulting in a one of the most unique indie pop records in years.

What A Devastating Turn Of Events landed in the Top 20 of the UK Official Charts and led to Rachel securing her first two BRIT Award nominations (Artist Of The Year, Best New Artist), following previous nominations for an Ivor Novello award, multiple Rolling Stone UK awards and being tipped on the BBC's coveted Sound Of poll. Following the album's release she played a triumphant and emotional set on Glastonbury's The Other Stage, sold out her UK headline tour and started 2025 by supporting Sabrina Carpenter on all dates of her Spring UK and Europe arena tour before heading out on her first ever North America headline tour.

With her fiercely loyal fanbase, the "Darlings" behind her, and over 4.5 million monthly Spotify listeners, Chinouriri has clocked up over 345 million global streams to date. Over years of experimenting with musical stylings, highlighted in her exploratory 2021 *Four° in Winter* project, Rachel began to hone a style totally her own with her 2022 EP *Better Off Without*, blending her signature delicate vocals with pure indie instrumentation. She has been praised by the likes of The Observer ("*brimming with fresh ideas*"), NME ("*consistently charming*"), GQ ("*Chinouriri is set to dominate*"), BBC Radio 1, Later... With Jools Holland and more. Elsewhere, she's received recognition and support from the likes of Adele, Lewis Capaldi, Sam Fender and Hollywood darling Florence Pugh, who starred in the video for Rachel's single "Never Need Me".

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FOLLOW RACHEL CHINOURIRI

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For more information, please contact:

Aishah White | Warner Records
Aishah.White@warnerrecords.com

Ceri Roberts | Warner Records
Ceri.Roberts@warnerrecords.com



Warner Records | 1633 Broadway | New York, NY 10019 US

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