

INTRODUCING: HOLDN



Fresh to the scene but far from inexperienced, dark-pop artist HOLDN is on the rise with two power house singles that set her apart from the rest. An alternative rock veteran, HOLDN is no stranger to stepping on to the stage and giving her audiences a place to feel safe in being who they are and giving them an electric, interactive performance that keeps her fans coming back for more. Although mysterious, HOLDN is also raw and candid, seamlessly providing listeners with in depth synth-pop music. Different, yet formulaic, HOLDN displays her rawest form through her music.

New York City's own self-proclaimed 'rhythmic disciple', HOLDN has made quite the arrival upon her first step into pop music with her debut single, 'Burn' and sophomore single 'Loser'. She brings a full plate of emotion and honesty with a sharp-toothed side of unapologetic wit to the pop table, while graciously luring you in with her mysterious aesthetic and soulful, yet haunting, melodies. Hailing from the alt-rock world, she has previously stepped into the spotlight at festivals such as Vans Warped Tour & Skate and Surf Festival and onto stages across the country including Webster Hall, Starland Ballroom, Theater of Living Arts, and many more. She is tasteful, yet daring; but also shockingly enough, HOLDN is an 'alter ego' who just so happens to be herself in its most revealing form.

HOLDN: “Burn” music video
<https://youtu.be/AhpLPvdDKZM>

HOLDN: ‘Are You That Somebody’ (Aaliyah Cover) Live at iHeartRadio
<https://www.youtube.com/watch?v=WHsX6j4gGy0>

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