



Artist: Namasenda feat. Joey LaBeija

Title: Finish Him

Label: PC Music

Format: Digital

Date: 16th September

Today, Stockholm-based pop vocalist and songwriter Namasenda announces her forthcoming debut mixtape 'Unlimited Ammo', out October 28th via PC Music. Also released today is a new single featuring NYC nightlife paragon Joey LaBeija called 'Finish Him', available to buy and stream now on all platforms.

'Unlimited Ammo' finds Namasenda in her true form: guns loaded, euphoric, unstoppable. Twisting and turning at breakneck speed over 30 minutes, the mixtape features a host of collaborators including La Zowi, Hannah Diamond, Mowalola, Oklou and Joey LaBeija, as well as production from Dylan Brady of 100 Gecs and PC Music label head A. G. Cook. On Namasenda's latest single 'Finish Him', out today, Namasenda aims her scope at taking down an ex-lover. "It's major petty Scorpio vibes," she writes. "You hurt me? I will ruin you, one way or another. It's bad but it is what it is." Guesting alongside her is Joey LaBeija. "I'd been secretly admiring Joey for a while and everyone that follows him knows he is funny and petty, so I knew he'd understand the assignment".

Prior to signing with pop powerhouse PC Music, Namasenda built a name for herself in the online underground with her 'hot_babe_93' EP and cult hit single 'Donuts'. Since signing, singles '24/7', 'Dare' and 'Wanted' have further established her as a key name in the hyperpop explosion of recent years. Alongside genre-shaping producers like A. G. Cook and Dylan Brady (100 Gecs), Namasenda breathes new life into the scene, pulling in references from hip hop, trap and euphoric hardcore.

In addition to performing at the finest virtual parties throughout the pandemic year, including Appleville (alongside Charli XCX, 100 gecs, Dorian Electra), A. G. Cook's 7G launch party (with Hannah Diamond, SOPHIE and more) and Club Quarantine with Sega Bodega, Namasenda's most recent club dates include two knockout shows supporting Hannah Diamond at London's Fire. She makes her return to Fire this November, performing as part of PC Music's showcase at London's Pitchfork Festival, and will be performing at the Mowalola curated Boiler Room event, and Primavera in 2022.

Artwork by Hannah Diamond.



Tracklist

I. Finish Him feat. Joey LaBeija