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Blusher are here making sparkly, energetic pop to soundtrack your night out.

This Melbourne-based trio made a huge splash in 2022 when they released “Softly Spoken,” a slice of euphoric indie-pop. It was the first song they ever made together and the success of the track took the trio by surprise. But 2023 is primed to be bigger and better for the group: Blusher are releasing their latest single “Dead End” and gearing up for an EP, live shows and soon, a global takeover.

“I’m really glad ‘Dead End’ is the first thing we’re coming out with after ‘Softly Spoken’ because it combines the glittery, vulnerable tone of our vocals and the lyrics, with gritty, driving basslines,” says member Miranda Ward. She emphasizes that underneath sit neon, head-out-the-window synths, reminiscent of “those first nights out as a teenager, when you were trying to escape the boredom.”

“It was fun to think of the three female protagonists in this storyline of the troublemaker, the party animal and the wide-eyed romantic,” adds Jade Ingvarson-Favretto. “We wanted to write hard-hitting, confidence-building pop, the kind you listen to when you’re getting ready for a night out”.

In Blusher’s metaphorical teen rom-com of a band, all three members are the leads. They share vocals on many of their songs and swap instruments during the live shows. They all produce and write together, utilizing their individual experiences cutting their teeth as solo artists before forming the band.

“Our first day in the studio felt like an exciting combining of forces and we quickly realised how compatible we were as songwriters,” says member Lauren Coutts, who runs lead on the production of Blusher’s music. Before officially meeting, their shared pop tastes and sounds had made them each familiar with each other in the wider Melbourne music community. Jade and Lauren were first officially introduced during a Zoom writing camp in late 2021.

“2021 had been a tough year and by the end of it I really just wanted to make some hot girl pop” Lauren says. “There is a real magic to having the three of us in the room.” Jade notes an early vision of making music that matched the “energy of talking in a club bathroom.”

Soon after, they wrote “Softly Spoken” and saw how compatible they were in the studio together. “We just have the sense of humor and make the same dumb jokes while we’re working,” Miranda adds. “Somehow we capture that vibe in the music.”

“Softly Spoken” would launch the wildest year of the girls’ lives after it was released in 2022. On the day they dropped it, they were at a songwriting camp on a beach together and partied through the night. The next day, Lauren had received a message from their now-managers Powerhouse Management’s Jamie-Rose Fowler and Charlotte Ried, who officially came on board soon after.

“It was the first tangible thing that happened,” Lauren recalls.

“When we had our first meeting with them, it was exactly the same feeling as when [the band] met,” Miranda adds. “We were like,’ Oh, my God, this is a soul mate connection.”

“I remember Jade just being like ‘We have to marry them!’ Lauren says.

By September, they played their first show at BIGSOUND, an Australian music festival and industry conference. Blusher spent months in a “boot camp” of sorts with a movement coach who encouraged them to go out dancing together. The final result was a highly choreographed set that allowed them to show off their individual multitude of talents. Minutes after stepping off stage for the first time, the group signed with Atlantic Records.

“I think we all spent that entire year in disbelief, thinking ‘We can’t believe how much our lives have changed,’” Lauren continues.

Blusher spent the rest of 2022 in studio sessions working on their debut EP. “Dead End” and “Softly Spoken” tease a project focused on female friendship, inspired by the dance floor catharsis of heroes like Robyn, Kesha, the Black Eyed Peas, and MGMT. The songs track a night out, one full of break-ups and make-ups.

“We wanted to capture that nostalgia,” says Miranda, “we still want that same [teenage] energy of having a night out with your friends. That doesn’t go away.”

Boiler Bio

Blusher are here to soundtrack your night out with their sparkly, energetic pop. Within a month of starting to write together, Melbourne-based artists Miranda Ward, Lauren Coutts and Jade Ingvarson-Favretto recorded and released their euphoric single “Softly Spoken.” Soon after, they signed to their managers and, by the end of the year, to Atlantic Records.

2023 is primed to be bigger and better for the group. Fresh off supporting Aurora on her national Australian tour, and releasing their second single “Dead End”, Blusher are gearing up for an EP, more live shows and soon, a global takeover. “We want to write hard-hitting, confidence-building pop, the kind you listen to when you’re getting ready for a night out”. Unfiltered lyricism peppered over dreamy synths and thick basslines lands the Blusher sound somewhere between late-night solitude and a 2am dancefloor.