**SAM AUSTINS RELEASES COSMIC, RETRO-FUTURISTIC EP *BOY TOY* VIA ATLANTIC RECORDS**

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*“A surging slice of energy that fuses 00 indie – think the Strokes, or the Walkmen – with his own patent brand of ultra-individual pop music”*– **CLASH**

*“Spearheading Detroit’s musical renaissance”* – **NME**

*“Chic…90s-inflected alternative and R&B grooves…melds past experience and future fantasy into powerful sonic motifs”* – **THE LINE OF BEST FIT**

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*Photo by Devon Williams*

Today, Detroit-born and LA-based Sam Austins releases EP *BOY TOY* via Atlantic Records. The project is Austins’ most sophisticated work to date, showcasing his unparalleled growth with an enthrallingly catchy blend of alt-rock and psych-pop, reflecting on his tumultuous past that saw a period of homelessness. Austins has named Radiohead, Outkast and D’Angelo as some of his sonic influences on the EP and Michigan’s rich musical history is woven throughout. *BOY TOY*’s guitars are reminiscent of Jack White’s, while his vocals exude Prince’s swagger.

The EP release comes with “Sweet Tooth,” a buoyant and glittering track with a glossy guitar-led soundscape that’s juxtaposed with the poignant lyrics about feeling rejected.

Of the EP release, Austins says, *“The creation of BOY TOY has been a deeply personal and transformative experience for me as an artist. For the first time, I challenged myself to write about love in a candid way, owning my mistakes, impulses, and sharing this deep, personal experience of heartbreak…It's a piece of my heart, and a reflection of my personal growth as an artist - I hope that BOY TOY will resonate with anyone who has ever experienced the pain of a broken heart, and that it will inspire them to heal, grow, and find love again.”*

The release of *BOY TOY* follows recent singles “Oatmeal Pancakes,” “Keep You Company,” “Dancing With The Devil” and “Matador,” which follow his 2021 debut LP *HOMELESS STAR.* Austins’ sound morphs with the malleability of a living and breathing entity, reforming to reflect his emotions and, ultimately, reshaping what alternative music can be with a series of independent releases. He earned placements on major television shows like HBO’s *Euphoria*, and shared stages with Vince Staples, Danny Brown, and Playboi Carti, to name a few. He released *HOMELESS STAR* in 2021, his debut for Atlantic Records that gathered millions of streams and landing looks from *Vogue*, *HYPEBEAST*, and *Pigeons & Planes*.



***BOY TOY* Tracklisting:**

1. Pretend Friend
2. Keep You Company
3. Oatmeal Pancakes
4. Sweet Tooth
5. Matador

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