



Wild hair flowing, a sultry ensemble glowing, and a strikingly soulful voice soaring, Rudie Edwards magnetically attracts the spotlight. Equally obsessed with disco delicacies and post-punk palettes, the UK-born singer, songwriter, and producer could be described as Donna Summer produced by Johnny Marr, but that only hints at what she has up her sequined sleeve...

Her musical journey began during childhood in the blue collar port city of Dover, Kent. Mom introduced a young Rudie to punk and indie a la Joy Division and The Cure. Meanwhile, on rare Sundays, dad would play soul favorites such as Ray Charles and Stevie Wonder.

“Every so often Dad would get his records out on a Sunday,” she recalls. “It was somewhat of a sacred occurrence, which made these instances so special to me. I took in all of the soul and reggae I could get, dancing around the living room with him and my two sisters.”

At other times, she'd sneak off from the family with her grandfather's portable CD player and deliver her own Tina Turner Performances. Developing an appreciation for a wide spectrum of music, she garnered her first taste of the stage, performing Destiny's Child at a primary school (“junior high” for those of us in the states!) talent show. From there, Rudie became hooked on making music, but she had to get out of Dover first.

“It's a very small town,” she says. “I knew I had to move out of there. Music was the easiest way for me to escape. My sisters and I were the only mixed race kids at school. It's a beautiful place, but I knew it wasn't where I was going to spend the rest of my life. I was bursting at the seams. I needed more. I wanted more. I was longing for the stage. I had to get to London.”

She applied to the world-renowned BRIT School in London the alma mater of everyone from Adele and Amy Winehouse to Imogen Heap and Jessie J and was accepted. Enrolled at just 16-years-old, she traded Dover for the Big City, sharing an apartment with a handful of roommates.

“My parents were freaked I would become a crazy Londoner,” she laughs. “I survived though! They worked their arses off to pay for my accommodation for the next two years while I was at school. It was a dream come true. Anything was possible in the city.”

Post-graduation, she enjoyed three years “drinking too much and smoking too much,” while quietly honing her songwriting and penning countless tunes. By 2012, she started

splitting her time between Los Angeles and London, writing for CeeLo Green, Erik Hassle, Beatrice Eli, and more. Simultaneously, her signature sound took shape fueled by sexy attitude, sly sass, and a penchant for holding nothing back.

“The mission is to wake people up,” she exclaims. “I want to make a sad fucked-up disco soul album. That’s the vibe I’m going for. I want to make some bloody noise that doesn’t sound like all of the other bloody noise out there.”

Signed to Atlantic Records in 2016, that’s exactly what she does on her debut single “I’m Not Her.” A rapturous eighties-style synth builds in tandem with an ecstatic dancefloor beat before culminating on a shimmering, shining, and show-stopping chorus meant to be chanted until dawn under the watchful eye of a disco ball and in the embrace of a gorgeous stranger.

“It was very much a personal thing,” she admits. “I recorded those vocals and created the main synth line in my bedroom. I started dating someone. I fell head over heels in love, but I had an inkling there were some red flags. I thought, ‘Oh shit, I’m not really the person this guy wants me to be.’ It was a bad idea from the start. I knew it, but I didn’t care. I had to tell it in a song. I wasn’t going to be the girl this guy wanted me to be. It’s not like I’m feeling bad about it; I’m just saying that I won’t fit into this little box.”

That extends to her persona as an artist as well. Defying boundaries and making her own rules, Rudie will undoubtedly connect.

“I’d love for people to hear my music and go, ‘Oh shit, that’s real!’,” she leaves off. “I want to be emotionally honest. Nobody really talks. I want to get it all out. If that makes me crazy, that’s the one label I’m happy to wear.”

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The logo for 'The Shop' features the words 'The Shop' in a white, cursive script font. The text is centered within a solid black rectangular background.

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