FOR IMMEDIATE RELEASE

JULY 8, 2021

**HONNE ANNOUNCE NEW ALBUM**

**‘LET’S JUST SAY THE WORLD ENDED A WEEK FROM NOW, WHAT WOULD YOU DO?’**

**INCLUDES GUEST FEATURES FROM**

**KHALID, GRIFF, PINK SWEAT$, NIKI & MORE**

**LISTEN TO FIRST 3-TRACK EP DROP**

 **‘WHAT WOULD YOU DO?’** [**HERE**](https://lnk.to/WWYD-EP)

**INCLUDES NEW TRACKS ‘NOW I’M ALONE’ FT. SOFÍA VALDÉS & ‘IDGAF ABOUT PAIN’**

 **+ RECENT SINGLE ‘WHAT WOULD YOU DO?’ FT. PINK SWEAT$**

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**‘LET’S JUST SAY THE WORLD ENDED A WEEK FROM NOW, WHAT WOULD YOU DO?’ RELEASES ON OCTOBER 22**

**PRE-ORDER HERE:** [**https://lnk.to/LJSTWEAWFN-WWYD**](https://lnk.to/LJSTWEAWFN-WWYD)

**HONNE** have announced the release of their much-anticipated new album, [**‘Let’s Just Say The World Ended A Week From Now, What Would You Do?’**](https://lnk.to/LJSTWEAWFN-WWYD) – a record that toasts the start of a new era of music from one of the UK’s most inventive and original outfits.

Releasing on October 22, ‘Let’s Just Say The World Ended A Week From Now, What Would You Do?’ forms HONNE’s third studio album following critically acclaimed LPs, ‘Warm On A Cold Night’ (2016) and ‘Love Me / Love Me Not’ (2018), as well as ‘no song without you’ – a surprise 14-track mixtape released last summer.

**Pre-Order** ‘**Let’s Just Say The World Ended A Week From Now, What Would You Do?’** [**HERE**](https://lnk.to/LJSTWEAWFN-WWYD)**.**

To coincide with the announcement, HONNE have also compiled three new album tracks for fans to listen to as an EP, setting the tone perfectly for what’s to come. Available everywhere now, ‘What Would You Do?’ features new songs ‘Now I’m Alone’ ft. Sofía Valdés – co-written alongside recent 3x BRIT Award winner Arlo Parks – and ‘IDGAF About Pain’, as well as recent single ‘What Would You Do?’ ft. Pink Sweat$. **Listen** [**HERE**](https://lnk.to/WWYD-EP)**.**

Written throughout the course of 2020, ‘Let’s Just Say The World Ended A Week From Now, What Would You Do?’ captures HONNE in limitless full bloom – as songwriters, producers and collaborators. “In the past, we’ve limited ourselves”, HONNE explain. “We might get to a section of a song and things are getting really exciting, but we then pull ourselves back and say, ‘Can we *really* do that?’. Now, we’ve sidestepped the rules and done whatever we wanted to do.”

This sense of freedom permeates the tracklist, which is defined as much by its eye-catching collaborations – Khalid (‘Three Strikes’), Griff (‘Back On Top’), 88 Rising’s NIKI (‘Coming Home’) – as it is by its musicianship, shimmering pop feel and intelligent song-writing; Sam Smith (‘Back On Top’) and MNEK (‘Easy On Me’) also co-wrote songs on the album.

Bold and ambitious , ‘Let’s Just Say The World Ended A Week From Now, What Would You Do?’ brings together everything HONNE have worked towards in their career so far, while simultaneously pushing them into broad and exciting new spaces – look out for more from the album coming soon.

**Please see below for full tracklisting:**

**HONNE – Let’s Just Say The World Ended A Week From Now, What Would You Do?**

1. IDGAF About Pain
2. Coming Home (feat. NIKI)
3. What Would You Do? (feat. Pink Sweat$)
4. Dancing On A Cloud
5. Now I’m Alone (feat. Sofía Valdés)
6. Three Strikes (feat. Khalid)
7. Talk To Me
8. Back On Top (feat. Griff)
9. Easy On Me
10. I’m The Lucky One
11. Heartsong

**About HONNE**

London duo Andy Clutterbuck and James Hatcher – better known as HONNE – have cultivated a huge and fiercely dedicated global fan base since the release of their critically-acclaimed debut LP, ‘Warm on a Cold Night’, in 2016. Boasting over 150 sold-out shows outside of the UK, collaborations with everyone from Tom Misch to BTS and almost 2 billion global streams, their music is deeply emotive; from the spiralling, sugar-coated highs of international hit ‘Day 1’ (lifted from 2018 album ‘Love Me / Love Me Not’), to the warm, acoustic glow of ‘no song without you’ – the first single to be lifted from last summer’s 14-track mixtape of the same name. Laying themselves bare in their songs, HONNE are also hyper-connected with fans both in the UK and all over the world – in 2018 alone for example, they played a sold-out Brixton Academy for the first time, embarked on an extensive, 26-date US headline tour and saw debut album ‘Warm on a Cold Night’ officially certified as 9x Platinum in South Korea. Their new album, ‘If The World Ended A Week From Now, What Would You Do?’, releases on October 22 – pre-order it [HERE](https://lnk.to/LJSTWEAWFN-WWYD).

**CONNECT WITH HONNE:**
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