

# SORANA

## SORANA BIO

Now boasting over 1 billion worldwide streams, Sorana initially left home with just a backpack and a dream to become an artist. Ambition, determination, and good old-fashioned hustle brought her dream to life in widescreen. The wildly gifted, Los Angeles-based songstress has swiftly gone from penning multi-platinum hits behind the scenes and appearing on an array of blockbuster collaborations to diving headfirst into her own artistry with a series of new singles slated for 2022.

As a kid in Romania, she immediately embraced music. Sitting in her room at just three-years-old, Sorana realized she had a voice when she caught herself singing along to a Whitney Houston cassette. She decided, right then and there, that she would be a singer, and would learn the dedication and drive that such a career choice required along the way. Her dreams quickly outgrew her Eastern European hometown, so trusting her gut, she made the tough decision to move to London where she worked 12-hour shifts at a pub to be able to support herself while spending the remaining free time she had focusing on her songcraft.

*“Even though I was broke and working nonstop, I felt empowered to take my life into my own hands and pursue my dream,”* she says. *“It was a leap of faith, but I had no doubt that I was going to make it. I blocked all thoughts of failure and just went for it.”*

Her efforts and growing talents quickly caught the music industry’s attention, leading to deals with London’s Tileyard Music – home to Joel Corry, Sigala and more – and in 2019, the independent record and publishing group APG, home to Charlie Puth, Bazzi and more. Sorana took the ball and ran with it, pushing her craft through more than five thousand hours of intensive songwriting sessions. Proving herself as a pop force, Sorana co-wrote a string of international hits including the chart-topping, platinum certified “Takeaway” [feat. Lennon Stella] for The Chainsmokers and Illenium, “OMG What’s Happening” for Ava Max, “Be the One” for Jason Derulo, and the BRIT Award-nominated, platinum certified “Heartbreak Anthem” for Galantis, David Guetta, and Little Mix. The latter reached the top of the charts in more than 20 countries, becoming the #2 song of 2021 on UK radio. Though Sorana cemented herself as a creative and compelling songwriter, she remained equally focused on her own artistry, eventually co-writing, and lending her voice to Alan Walker’s “Lost Control (Ft. Sorana)” which generated over 110M worldwide streams and counting.

*“When I tried to write my first song, I realized that I had a lot of blocked emotions and things from the past that I categorized as ‘to be ignored,’ so songwriting became my therapy,”* she admits. *“I don’t own a diary, so whenever I have a million thoughts swarming inside my head, I write a song to understand how I’m feeling. I love that there are no rules, and it takes a lot of trial and error, but when I tune in with an idea that inspires me, I see it in my head almost like a movie. The song just pours out of me, so I have to put a melody and words together to match the feeling.”*

Stepping into the spotlight in her own right, that’s exactly what she does on her Atlantic Records 2022 debut single “redruM” with David Guetta, who she initially met in a session a few years prior. On the track, neon bass pulsates, and a hummable harmony gives way to a guitar-laden

hook, “*redruM, redruM, I took his heart, is that so wrong?*” In the haunting companion visual, she stalks a *Shining*-style hotel hall with glowing blue braids, evoking her *Sailor Moon* obsession.

*“My debut single ‘redruM’ tells the story of two people falling in love with the same person,” says Sorana. “In the end, one will be happy in love and the other one will be heartbroken. In the lyrics, I compare the pain of heartbreak to a murder because in my experience, heartbreaks have been tough and hard to get over. The song is an ironic take on how people dramatically react to heartbreak. Love comes and goes so we might as well enjoy it while it lasts.”*

Working with Guetta represents a full-circle moment for Sorana, who used to hit the clubs and dance to the iconic DJ’s hit records with her girlfriends during a period of her life when being an artist felt so far away. While dancing, she would imagine what it would feel like to have a song with an artist of Guetta’s caliber.

*“Collaborating with David Guetta on my debut single is insane, and when he told me he loved my voice and the song I wrote, I thought of that girl in the club dreaming to have an opportunity like this,” she elaborates. “Hard work and determination can get you anywhere. We both worked tirelessly on this record and are so excited for the world to hear it.”*

With more unique and powerful pop music on the horizon, Sorana is set to reach even greater heights in the weeks and months to come, affirming her as a major new artist and unstoppable pop force to be reckoned with.

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