**SAM AUSTINS BOILERPLATE, UPDATED OCTOBER 2021**

Art is often nothing more than creating your own world when the world you’re in refuses to make space for you. It’s hard not to see that in the world Sam Austins is creating – inspired by the fusion of energies: 90s alternative with R&B melodies, aspirational aesthetics of high fashion with authentic storytelling of Detroit culture. [*HOMELESS STAR*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsam-austins.lnk.to%2FHOMELESSSTAR&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054734255%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=eUiBFFlrdrLnetGrMd6cSzXV4IYyWG70De7D6XjLsLY%3D&reserved=0) is the world he forged when ours claimed he didn’t belong. A genre-defying coming of age project and an ode to Detroit youth,  [*HOMELESS STAR*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsam-austins.lnk.to%2FHOMELESSSTAR&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054744208%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=JZAVt%2FwheE%2B8Kq3t4c5UBdJvofxCayIsKpw0rxt107A%3D&reserved=0) is here. The Detroit-born and Los Angeles-based artist, model and maverick creative kicked off [*HOMELESS STAR*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsam-austins.lnk.to%2FHOMELESSSTAR&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054744208%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=JZAVt%2FwheE%2B8Kq3t4c5UBdJvofxCayIsKpw0rxt107A%3D&reserved=0) with "[KILOS](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnk.to%2FKILOS&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054754168%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=QK5iFS%2Bd4SqiCKNGSUr46FT6rcS1wp67AJAcev2EIEU%3D&reserved=0),” using metaphors to highlight complicated forces that have shaped Austins’ young adult life in the heat of Detroit summers. Austins then tapped Sir Chloe for “[JOY FOR YOUTH](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flnk.to%2FJOYFORYOUTH&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054754168%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=DyNcT8YDzYAxTNE28IZxFSSR2AG5IrGUuDfHvwez2zc%3D&reserved=0),” a sonic time capsule that nostalgically captures the rebellion, bravery and bliss of adolescence. “[DRIFTING AWAY](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsam-austins.lnk.to%2FDRIFTINGAWAY&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054764125%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=C%2Fhqn34AY21s1pbML%2FQBuYIusDtXBNWVKWkcNyoeUNE%3D&reserved=0)” touches on the ebbs and flows of life,  finding yourself distant from who you used to be and finding acceptance in surrendering to the unknown.

Following high school, Austins found himself couch surfing, sleeping on friends’ floors and camping out in his old Impala. Once his aunt opened her home to him in the inner city of Detroit, he could finally turn his focus to music. After dropping the *GOAT* EP, he opened for Vince Staples, Juicy J, Danny Brown and Playboi Carti. Austins linked up with the likes of Take A Daytrip, Black Milk and Big Sean while also landing placements on VH1’s *Love & Hip-Hop* and HBO’s *Euphoria*. He became the recipient of TIDAL’s Unplugged Grant and caught the attention of Atlantic Records. Austins now continues to amass millions of streams, attract looks from the likes of [*Vogue*](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.vogue.com%2Farticle%2Fant-clemons-empress-of-sir-chloe-and-more-musicians-fashion-a-festival-all-their-own&data=04%7C01%7CChandler.Owen%40atlanticrecords.com%7Ca3d8f3de0e9f4dfa065308d99a31d264%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637710361054774075%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=b6HscwVUesA9SS6rXV3S1lnpTUm6ZoGLmh9TQ0PzRQI%3D&reserved=0), *HYPEBEAST*, *Pigeons & Planes*, and challenge what it means to be an alternative artist.