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**FRED AGAIN..**

“JULIA (DEEP DIVING)”

**THE NEW SINGLE AND VIDEO OUT NOW**

[***WATCH THE VIDEO HERE***](https://www.youtube.com/watch?v=h_DkECdECJ0)

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[DOWNLOAD ARTWORK + PRESS PHOTO HERE](https://warnermusicgroup.box.com/s/9np7zqif4wr7it3q7vjkpyfir85b6u46)

Today, November 25th, **Fred again..** releases the video for his brand new single **“Julia (Deep Diving)**” – available now [HERE](https://www.youtube.com/watch?v=h_DkECdECJ0). The new single, that follows last month's release of “[Jessie (I Miss You)](https://www.youtube.com/watch?v=dU_uMJE5oAM)”, sees the multi-faceted, London-based artist construct a track around a heartfelt Instagram post by singer / songwriter **Julia Michaels**, elevating her spoken words into a jubilant piano-led anthem.

The Lucy Hickling directed video provides a glimpse into the world in which Fred creates his music - usually made on the move, or wherever he has his laptop - it shows an artist observing the intricacies of life from different viewpoints, from speeding train windows, rooftops at dusk and benches on London’s Southbank. Watch the video [HERE](https://www.youtube.com/watch?v=h_DkECdECJ0).

It’s a further exploration of Fred creating his self-coined "Actual Life" music; a signature sound that sees him building tracks around vocals uncovered from the unlikeliest of sources; from obscure YouTube clips to personal FaceTime conversations, random Instagram accounts and iPhone video footage of half-remembered nights out. Rather than creating songs about experiences, the music is actually made out of those experiences. The end results shift between dancefloor-inspired euphoria and yearning melancholy.

Speaking about “Julia (Deep Diving)” Fred again.. writes:

*“The most beautiful thing about this sample to me is just the tone of Julia’s speaking voice. It’s so heartbreakingly fragile but kinda playful at the same time. Like her voice literally sounds like the fizzy excitement of first falling in love. I’m so grateful to her for letting me build a whole new thing out of it”*

The release of “Julia (Deep Diving)” follows a run of hugely successful Fred again.. collaborations. In recent months, Fred has added his production skills to tracks as diverse as **Headie One**, **AJ Tracey** and **Stormzy’s** “Aint It Different” and “Lifetime” the acclaimed debut solo single from The **xx’s Romy**. Earlier this year he also released GANG, his collaborative artist project with Headie One. Released in April, GANG was the culmination of months of collaboration in the studio between the two artists, who first struck up a close friendship in 2019. The sound of two worlds coming together, the project featured some of the UK's most exciting and innovative artists including FKA twigs, Jamie xx, Sampha, and Berwyn.

"Fred again... is on fire this year."

- **THE FADER**

“Listening to Fred again..’s music feels like you’ve stumbled onto something very personal. In many ways, his oeuvre is a diary with multiple authors. Born Fred Gibson, the producer behind some of the UK’s biggest tracks in recent years can count Stormzy, Headie One, and Ed Sheeran as collaborators. But it’s how he collaborates with the world outside music that makes his

sound especially visceral”

- **HIGH SNOBIETY**

“A pivotal release in the evolution of UK drill”

- **CRACK MAGAZINE**

”There’s a clear sense of artistic growth here, Fred inspiring Headie to find transcendence from a tower block.”

- **NME**

“Fred again.. is a British artist taking a unique approach to his mesmerizing dance tracks”

- **PIGEONS & PLANES**

"Fred again.. is solidifying himself as the producer of the moment and, quite possibly, the future"

- **LOUD & QUIET**

“It’s the search for authenticity that makes Fred again.. so exciting – and makes us reckon he could be the real deal.”

- **MIXMAG**

Connect with Fred again..

[Instagram](https://www.instagram.com/fredagainagainagainagainagain/?hl=en) / [Soundcloud](https://soundcloud.com/fredagain)

**For press inquiries, please contact:**

Kelly McWilliam // Kelly.McWilliam@atlanticrecords.com