**SAM AUSTINS RELEASES DECADENT, GLAM VIDEO FOR “SWEET TOOTH”**

**COMES OFF COSMIC, SWAGGERING EP *BOY TOY* OUT NOW VIA ATLANTIC**

**WATCH IT** [**HERE**](https://youtu.be/mLWbey1RLZA)

**BUY/STREAM *BOY TOY*** [**HERE**](https://sam-austins.lnk.to/BoyToy)

**Critical praise for Sam Austins:**

*“A surging slice of energy that fuses 00 indie – think the Strokes, or the Walkmen – with his own patent brand of ultra-individual pop music”*– **CLASH**

*“Spearheading Detroit’s musical renaissance”* – **NME**

*“Chic…90s-inflected alternative and R&B grooves…melds past experience and future fantasy into powerful sonic motifs”* – **The Line Of Best Fit**

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*Photo by Devon Williams*

Today, Detroit-raised and LA-based Sam Austins releases a red-hot video for “[Sweet Tooth](https://youtu.be/mLWbey1RLZA),” which comes off his recent psych-rock EP *Boy Toy* that arrived last month via Atlantic Records. “Sweet Tooth” is a buoyant and glittering track with a glossy guitar-led soundscape that’s juxtaposed with the poignant lyrics about feeling rejected. The romantic, lo-fi video directed by mothermary starts with Austins draped in satin with an invitation to a feast and ends with a harem of women poisoning him and displaying his head as the dinner party’s centerpiece.

*BOY TOY* is Austins’ most sophisticated work to date, showcasing his unparalleled growth with an enthrallingly catchy blend of alt-rock and psych-pop, reflecting on his tumultuous past that saw a period of homelessness. Austins has named Radiohead, Outkast and D’Angelo as some of his sonic influences on the EP with Michigan’s rich musical history woven throughout. *BOY TOY*’s guitars are reminiscent of Jack White’s, while his vocals exude Prince’s swagger.

The release of *BOY TOY* follows recent singles “Oatmeal Pancakes,” “Keep You Company,” “Dancing With The Devil,” and “Matador,” which follow his 2021 debut LP *HOMELESS STAR.* Austins’ sound morphs with the malleability of a living and breathing entity, reforming to reflect his emotions and, ultimately, reshaping what alternative music can be with a series of independent releases. He earned placements on major television shows like HBO’s *Euphoria*, and shared stages with Vince Staples, Danny Brown, and Playboi Carti, to name a few. He released *HOMELESS STAR* in 2021, his debut for Atlantic Records that gathered millions of streams and landing looks from *Vogue*, *HYPEBEAST*, and *Pigeons & Planes*.



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