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JHVH: *DEFRIENDED*

NEW SINGLE RELEASE

NEW YORK, NEW YORK: JHVH is pleased to announce that the electro-pop singer-songwriter is releasing his latest single. The perfect song for anyone who has ever ended a friendship in the digital age, “DEFRIENDED” is a lyrical whirlwind of mixed emotions, tropical pop, and future bass. Long a staple in the Brooklyn queer music scene, JHVH broke out into the mainstream in 2016 when his audiovisual performance at an underground event in Brooklyn was covered by The New York Times. Last year, the androgynous bedroom-producer turned pop-savant charted thousands of views with his music video release “F****D UP ELECTION (Perfect Illusion Parody),” following up with a west coast tour, thus cementing himself as a powerful new voice on the global stage.

For “DEFRIENDED,” JHVH navigates the fault line of an ill-fated friendship, and listeners are along for the ride. Through gusts of vocal intensity broken up by danceable, melodic bass rhythms, the artist cycles through relatable moments of self-doubt and feelings of betrayal. Written and produced by JHVH himself, the song was mastered by NYC’s preeminent EDM producer, Gosteffects. Sporting lines such as, “I thought we were cool / but I guess I was too much,” the playlist-worthy banger takes listeners on a ride through the painful twists of millennial relationships.

Born and raised in Texas, Javey Ecchi adopted the alias “JHVH” (pronounced “Jehovah”) to embody his prolific creative oeuvre, spanning vocal performance, choreography and visual art. Deeply inspired by Japanese pop and Harajuku fashion, Ecchi made Tokyo home for three years, where he enrolled in a design college and held a job as a vocalist for Disney. In 2012 Ecchi established his music studio in Brooklyn, New York, where he quickly made a name for himself as a regular DJ and performer on the local nightlife circuit. Crafting waterfalls of angelic clouds gliding through neo-bubblegum pop, JHVH falls firmly in the futuristic realm of contemporaries such as Kim Petras, Perfume, and Robyn. JHVH’s performances and music have been reviewed in the likes of Bedford & Bowery (NY Mag) and The New York Times.

**JHVH - DEFRIENDED :: <https://soundcloud.com/jhvh>
(SPOTIFY RELEASE: NOV 2)
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