




PHOTOGRAPHED BY LANA DE GARIS





KEEP UP WITH RUBY

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FEELING THE BEAT

RUBY SPEAKS OUT ABOUT HER LOVE FOR MUSIC AND HER UNLIKELY RISE TO BEING RECOGNIZED

WRITTEN BY LANA DE GARIS

In 2017, Ruby created her YouTube channel, a place where she'd upload covers of other artists' songs as well as her own original music. Her recognition blossomed from her heavenly sounds and heartfelt truths put into melody encompassing not only the universe's emotional realities but her partial deafness.

The newly inescapable smash single, 'Hear Me Out', soared to No.1 on the Official Chart UK Top 40 after viralling across various social media platforms.

'I started out on my bed with a camera and a guitar, to suddenly becoming a worldwide sensation.' To her devoted fanbase, Ruby ventured into the Indie Pop industry cluelessly. She did not expect her hobby to transform into a future career. Having her disability has not stopped her from pursuing her dreams of being 'An inspiration to everyone around her.'

Since the release of her debut album 'MADE IN HEAVEN' last July, Ruby hopes to be touring around Europe in 2023 to audiences of ardent fans.

Tickets to go see these 'awe-inspiring' performances will be released later on in this magazine.

A LITTLE INTERVIEW WITH THE INDIE POP PHENOMENON, TALKING ABOUT ADJUSTING TO STARDOM

Hello Ruby, lovely to finally speak to you and of course, thank you for coming!

Wow, it's such a pleasure! I'm still getting use to what the reality of stardom is like.

It must have been a very unexpected transition, how did you get into music?

It all happened so fast! I started singing when I was 6, but then I lost my hearing at the age of 13. I would sing in my room, the shower, the car, just anywhere that would allow me to express myself through rhythm.

How did you not let becoming deaf stop you from continuing singing?

There was a time where I was close to giving up, I thought there was no point anymore, I couldn't even hear myself.

My father said I carry something special in my voice and I want to do more with my life than just give up. So now, I trust my pitch and use muscle memory. For example, vibrations help me feel the tempo and beat of a song.

That's amazing! So since entering this new feeling of greatness, have you got any exciting things planned to further expand and grow your career as an Indie artist?

Yes indeed! I'm hoping to start touring around Europe in 2023. I'm just so grateful for everyone who has supported me through this very nerve-wracking time but I am beyond belief! I also want to boost my socials, so there may be an upcoming collaboration with a campaign that spreads awareness about deafness especially in children. Nowadays, music is still widely regarded as an inaccessible activity for deaf people so I want to help make music available to them and create opportunities for those with sensory impairments to gain access to the intrinsic benefits of music.