

Draft Article

It all started in a Croyden basement in 2016, with two sisters playing with their big brother's music equipment. Amber and Imani Perry, 19, are the epitome of independence by building their empire completely off of a couple videos online. "We never expected anything to come of the videos" Amber states. She then goes on to explain how their once amateur covers slowly evolved into their now professional-grade music videos being broadcast as far as the billboards of Times Square. However, this rapid rise to fame was not as easy as it may appear; with the bankruptcy of X Labels, the pair's record label, in 2018 leaving the girls to produce and publicise their music completely independently all the way up until today. "There was a time when we didn't think we would make it" Imani recalls, "it was a very overwhelming time for both of us, two 17 year olds trying to constantly produce music us and our fans would love whilst juggling a million other things that come with being part of the music industry." On the other hand, from having the responsibility of their own styling for the past two years the young artists have turned entrepreneurs through their newest endeavour; a collaboration with the fast-fashion powerhouse Urban Outfitters. The girls say they drew inspiration for their clothing line from their music videos and concert looks. "We wanted to design clothes that really project our brand and what our music's about, which is how basing our styles on our tour looks came around. Another thing that led us towards this collaboration was how difficult we find it to buy clothes that fit our style, everything just feels a bit mainstream" Imani explains. For example, Amber mentions that the matching neon green numbers the sisters are currently sporting were based upon a look that will be appearing in their upcoming tour for their new album *Strobelight*, giving us a sneak peak into what their their first world tour since going independent from their label will entail. To hear more from Amber and Imani look out for their tour tickets going on sale this February, and whilst your waiting, stream *Strobelight* on Spotify now.