

THE MAGAZINE OF HERE AND NOW

# FAZE

**“THE NEW POP”**

JESS LANE ON  
HOW HER MUSIC  
CHANGED THE  
GAME

**WHO'S ON  
IT?**

THIS MONTH'S  
TOP CHARTS  
FROM THE UK  
& THE WORLD

# JESS LANE

THE ARTIST OF 2020

**ALSO FEATURING**

**AMBER & IMANI  
BILLIE EILISH  
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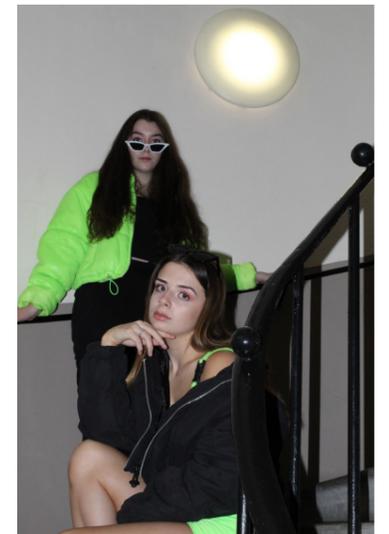
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AMBER & IMANI



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# SISTERS, DOING IT FOR THEMSELVES

Sisters Amber & Imani spill to FAZE never before seen details about their rise to self-made fame, newest endeavours, and pitfalls along the way

**I**t 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 company the pair were signed to, in 2018 leaving the girls to produce and publicise their music completely independently from then on.

“There was a point when we didn't think we'd make it”

Imani recalls, "it was a very overwhelming couple months for both of us, two 17 year olds trying to constantly produce music that both of us and our fans would love whilst juggling a million other things that come with being part of the music industry." The girls also really struggled with the pressure of being their own managers. Only now, 2 years later, have they finally admitted that they were both battling with mental health issues throughout the past two years. Amber states: "This is the first interview in which we're announcing this; for so long we hid our issues from the public eye for fear of disappointing our fans but we

feel like the new decade represents a new Amber and Imani. More open, more honest and more real." You heard it here first, look out for a drastic change in the pop duo's image.

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 collaboration features a line of clothing and accessories, as well as vinyl copies of their music being sold exclusively in Urban stores. 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 FAZE an exclusive sneak peek into what their their first world tour since going independent 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.

Amber (left) and Imani (right) both wear pieces from their new collaboration with Urban Outfitters, dropping early next year

