

Abby Wolfe Bio

'Honesty and a desire to speak her truth lie at the heart of Abby's songs.'

Abby Wolfe writes it as she feels it. It is this raw honesty and vulnerability paired with a quiet, yet undeniable, confidence in the Dunedin artist's sound that commands attention.

Abby's power ballads and upbeat pop bangers sit comfortably in playlists alongside some of the biggest artists in the world. And although her sound and style place her squarely in the pop realm, her heartfelt songs with their conversational-style lyrics and supercharged vocals, also take her into a genre-free territory, where it's simply her talent for songwriting that shines through.

Her bold and direct style of songwriting is what makes her music so powerful, with her previous singles (*Breakdown*, *Lonely in Company*, *Win You Over*, *Change My Mind*) having already had more than 500k plays on Spotify alone, and received international blog attention and radio support.

It was almost by accident that Abby discovered her voice at age 11. She was trying out for a friend's band, as a pianist, but was instead asked to be their singer. Abby says it took some convincing, but as soon as she agreed, there was no turning back. At 15, she picked up the guitar and started songwriting - performing whenever and wherever she could - including busking, where she was talent scouted as a teenager, for the World Championships of Performing Arts in Hollywood.

For a few years, from 2017, Abby lived in Auckland. Not long after this move, due to another artist falling ill, she was offered a coveted place on APRA's SongHubs - an annual songwriting camp, which sees some of New Zealand's best talent paired with international producers and writers. It was here that she discovered her love of collaborating - working with leading pop producers, Josh Fountain (Benee, Theia, MAALA, Matthew Young), Djeisan Suskov (Benee, Paige, Georgia Lines) and Simon Gooding (Pink, TEEKS, Reb Fountain). She also worked with Evan Sinton AKA MAALA, and US artist and songwriter Maize Olinger.

In 2020, she was set to move to the States, but COVID-19 changed those plans, and instead saw Abby return to Dunedin. A move, according to the self-confessed introvert, worked in her favour. She's now ready to build on her previous success, by releasing a debut EP in the summer, called **Lose Myself**.

It has catchy pop hooks, soaring melodies, skilful musical arrangements, and well-crafted lyrics that linger long after listening. Her single **"Take it slow"** is an anthemic breath of fresh air, calling out any narrative that says you need to change yourself. **Held By You**, co-written with Auckland musician M Basa, and mastered by Grammy Award-winning Brian Lucey in LA, is such a strong tune that she performed it in Dunedin's St Paul's Cathedral, with a 20-strong choir, string quartet and pianist. **Free Falling**, is about Abby confronting her fears around being a queer female artist in the music industry - and thinking she could only be successful if she fitted a certain industry 'ideal'.

Lastly, the title track from the EP - the beautiful **Lose Myself**. With its definite notes of heartache and hope, it encapsulates the artist's experiences that have led to the creation of this outstanding debut.

Don't miss a beat! Be sure to follow Abby for news, new music and her summer release.

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