

CASUAL VICE



“ANTIHERO” OUT 12.18.2020

Our strengths and weaknesses are what ultimately make us human, and the duality of that concept fueled these two southern California creatives to form Casual Vice. Producer/singer Kyle Krone (former front man for The Shys) and singer Brandon Hoogenboom (previous vocalist for Aussie band Set Sail) are obsessed with life's contradictions and casual vices. They believe everyone has something that controls them in one way or another; whether it's as normalized as coffee or as taboo as cigarettes, life is a great balancing act that inspires their indie rock anthems.

Such is the case with “Antihero” – the single off their forthcoming EP (due out early 2021). The lyrics explore the internal battle of restlessness vs. the commanding stickiness of love, while perched on upbeat riffs and catchy choruses of “I don't care anymore/ I don't care anymore...” The lyric video features a collage of famous antiheroes of the past moving around the lyrics as they're typed out on an old typewriter.

Tom Waits, Mr. Rogers, and Bob Marley are some central characters who let their weaknesses shine alongside their strengths in all their glory. The singers' duel vocals anchor the song to a less lonely and dark vibe than the lyrics suggest, similar to “Pumped up Kicks” by Local Natives.

Songwriter Kyle Krone says, “Juxtaposition and duality are interesting to me. I'm attracted to the antihero. This song was all stream-of-consciousness, it was an exercise in getting out of my own way.”

Krone and Hoogenboom met as backing members of another local act and immediately hit it off. Krone has an independent publishing deal with Big Deal Music but was looking to start a collaboration. It's not often you see bands with two front men working side-by-side, but Casual Vice has pulled it off with all excitement and no ego. They have already put together a library of songs. The two also have similar visions on branding and lifestyle that make their packaging as tight as their songs.

“Working with Kyle has been a sort of creative renaissance,” Hoogenboom says. “We've channeled this amazing output of creativity I've never experienced.”

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