

From the dark depths of distorted reality and ragged grunge chords comes Aussie-born artist Dolly Dagger with her debut single "Break and Bend" - out September 3rd - accompanied by a music video so fitting it recalls the good old days of proper MTV. Los Angeles-based indie front woman Dolly Dagger chose a performance name that fits her Jimi Hendrix-soaked roots as well as the edgy, emo party-girl essence that makes her shine like a diamond in a casket. "I'm like Disney meets death," Dolly says. "Coming out of the darkness, the haze, I want to be vibrant. I'm the summertime sadness rather than miserable sadness."

For her first single, Dolly invited guitarist, friend and composer Jesse McInturff to play on what sounds like a love song to Billy Corgan that addresses the melancholy disconnect of the last few years. Engineer Matt Cerritos accompanied the two to a rental cabin where they set up a remote studio to record. For a matching visual aesthetic, Dolly worked with longtime collaborator/videographer Heath Saunders to film in a ruined building in south LA called the Masonic Ballroom. The chipped paint and broken windows match the wonderfully paradoxical upbeat/doomed track, along with creepy imaginative visuals and SFX that include bugs and mechanical dummy "hugs."

"I was feeling disconnected from everyone even though we're super-connected through technology," Dolly says.
"That mechanical 'hug' of my mum and best friend on the phone in the video while being apart, it felt daze-like and life seemed weird and odd. That's what the music video was made to capture, everything being slightly off."

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