

THE QUEEN HAS COME TO REIGN

The Hawaii-born artist, Katie Lannitello or better known as 'Beauty Queen' is now an LA-based musician. What led her to leave the sunny paradise that is Maui for North America is the sudden 'boom' in the diversity of the music scene in LA. In recent years, LA has become the hub for musicians and is known as the city of opportunities...and many lavish parties. What people don't often see is the hard-working artists trying to make a name for themselves. Nonetheless, Katie. L has not forgotten her roots, which seem to translate clearly in her EP 'Out of Touch', which, by the way, has been all the craze in the soft-pop and indie scene this year!

Dreamy and hypnotizing, Beauty Queen's music transports you to a different world; it is the musical manifestation of those mellow summer evenings. It would not be a long shot to say, listening to Beauty Queen's album is to listen to (summer-time) nostalgia. Perhaps it's the Maui culture that brings an impactful work of art; an influence that we have not had the privilege to experience, until now that is. As a modern-day audience, we have become accustomed to the eastern European sound and have forgotten the wonders of different cultures.

Beauty Queen has mastered how to transfigure the very essence of nostalgia into music which she's using to have us melting in her hand with admiration and

BEAUTY QUEEN HAS HAD SUCCESS AFTER SUCCESS IN 2019, NOW WE FIND OUT HOW SHE DID IT.

ready for the next heartthrob of an album. Luckily, here at Suave, Beauty Queen has blessed us with a short preview of her next project which is set to release in October. All we are allowed to disclose is, you must stock up on the tissues because there will be waterworks.

For the Beauty Queen, 2019 has brought her a multitude of successes. Her hit single 'The only one' has gained over 17k views in a matter of weeks on youtube, and has 15k listeners streaming on Spotify and SoundCloud (before the bubbly music video was released). There is a clear sign of unification from both the indie and soft-pop communities to collectively acknowledge, the self-proclaimed Beauty Queen (something we can all agree on), as the Queen of all things alternative.

Tell me about the music video for 'The Only One'. As I see it, this is the definition of your aesthetic.

You would not be wrong there, it definitely took hours of editing and filming to get what I wanted.

The way we came up with the idea for this video is, very much what the title implies. Being the 'only one' and finding pleasure in your own company. I feel that there's a stigma against solitude but like most things, in moderation, it is actually quite the godsend. The video itself was fun to film, we just grabbed a camera, had a general idea storyline and went to have fun. The cyclical structure, I hope gives a clear indication

that sometimes life brings you hardships and you may end up being alone or feeling that way, but no worries because it'll pass and you can move on with life. That's it.

Did you have a music genre in mind when creating your EP?

I feel as though I should say yes, but that would be the furthest thing from the truth. In reality, all I did was translate my soul and my personality into chords and beats. It wasn't something I sat and planned out carefully. It just happened. In fact, in the beginning, I didn't even know what I was doing. Working on this EP has taught me that I don't know myself, at all. It was this realisation that led me to name the album 'Out of Touch'.

'Out of touch' released on the 19th of April 2019, and tells of a moment we can all relate to, losing yourself. The important thing Beauty Queen has taught us is that it's okay to feel 'out of touch' with ourselves, however, it's the journey to rediscovery that allows us to not only find ourselves again but to find something new.

Katie, what is it like being a woman in the music industry?

I feel that the indie scene doesn't have this divide between men and women, or any other group. The indie/alternative community have always prided itself on the inclusivity of the outcasts, the ones that just don't fit in with the social norms. This is where we can all come together to be one big weird family. In hindsight, this community has always been personal to me. [laughs] "Homes where the heart is" and my

heart belongs to the music that belongs to the non-conventional "queers".[laughs]

Do you have any advice for artists, in particular aspiring female artists?

For a while, I too was searching for women in the music industry to admire and mirror. I later realised this wasn't what music was all about. Stealing someone's style takes away the fun of discovering your own; after all, your passion is for you to exploit and explore and should not be mixed with another person's experience. Music is about communicating your essence to those who don't know you yet, it is the hope that maybe others can vibe with you.

Don't get me wrong; idolising an artist can inspire you to start your own journey. However, originality and mimicry run a thin line that can often be blurred. If I had to give any advice, it would be: find your own aesthetic, avoid trends (unless you like them), lastly to enjoy the heck out of this life, and be your own person. The way I see it, one day I'll become my own 'Idol'.

My last and most important question is to do with your song 'The Only One'. I think you know what it is, was that dog barking planned?

[laughs] Not at all. As a fairly new musician, with limited funding, having access to recording studios is as probable as being struck by lightning 3 times. The dog you hear is actually my producer's dog.

Penny is a marvellous Australian-shepherd, and I must say a great lyricist. [laughs] The reason I left it in is that, firstly, amazing timing, it flows with the music beautifully. As expected from the pet of one of the most talented producers I've had the pleasure of meeting, Henry Nowhere. Secondly, it is a great memoir of the makings of this album,

when I listen to that song it reminds me of Henry and I recording songs in his bedroom with his makeshift studio. A memory I'll hold dear to my heart.

As rumour has it, Katie Lannitello is a perfectionist at heart, so, the 'strategically' placed bark having made it as an add-on to the audio shows who Beauty Queen is behind the royal title. Katie is an off-the-wall gal, living her

life and simultaneously becoming a role model for all female artists. The name Beauty Queen will be put in the indie hall of fame.