



BRAIDS

Deep In The Iris



Braids are a three-piece experimental pop band from Montreal.

To record their third album, *Deep In The Iris*, Braids decamped to a series of retreats in the mountains of Arizona, Vermont, and upstate New York. Surrounded by nature in all its warm vitality, the longtime bandmates strove to shed the fabric of their day to day relationships, being bare and vulnerable before one another. What resulted is *Deep In The Iris*, their strongest record to date – powerful, yet fragile; immaculately sculpted, but deeply human.

Raphaelle Standell has always had a formidable voice but rarely has it sounded as vital, focused, and powerful as it does here. True to the process that birthed it, the record explores a number of heavy subjects, including pornography, abuse, and slutshaming. Standell's emotional vulnerability becomes a triumphant weapon in its own right: scything through wrongdoing and shame with equal aplomb, and clearing the way for the many others who will find resonance in the bravery of these lyrics. Written from a place of inspiring strength and unblinking lucidity, the lyricism of this record is a cathartic gift.

Deep In The Iris, out April 28th on Arbutus Records.

- *Deep In The Iris* is Braids' third record, following 2011's *Native Speaker*, and 2013's *Flourish // Perish*.
- LP release includes 11"x11", 16-page photo and lyric booklet.
- Limited edition LP pressing on white/green marbled vinyl.
- First single "Miniskirt" had over 100,000 plays in its first week.
- Extensive North American and European touring planned in support of release.
- Braids' critically acclaimed debut *Native Speaker* sold 10,000 units worldwide, and was Polaris Music Prize and Juno nominated.
- Key markets: New York City, San Francisco, Austin, London, Amsterdam.

TRACKLISTING

- 1 Letting Go
- 2 Taste
- 3 Blondie
- 4 Happy When
- 5 Miniskirt
- 6 Getting Tired
- 7 Sore Eyes
- 8 Bunny Rose
- 9 Warm Like Summer

"It's heady music about the body and its imperatives. And it's every bit as mesmerizing and vertiginous as desire can be."

– New York Times

"The quartet [...] is almost Inception-like in its warping of reality, equally tactile and dissolute, cerebral and surreal and ultimately haunting for its refusal to answer questions the same way twice."

– Pitchfork

CATALOGUE NUMBER: ABT045

ARTIST: Braids

TITLE: *Deep In The Iris*

GENRE: Pop, Experimental, Electronic

RELEASE DATE: April 28th, 2015

AVAILABLE FORMATS: CD, LP

TERRITORY: Worldwide ex. Canada / Japan

BOX LOT: CD – 30, LP – 30

RIYL: Radiohead, Bjork, Cocteau Twins, Caribou

ASSOCIATED RELEASES:

- ABT035 Braids *Flourish // Perish*
- ABT034 Braids *In Kind // Amends*
- ABT031 Blue Hawaii *Untogether*

VINYL IS NOT RETURNABLE

CD: 656605531120



LP: 724101981517



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