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**UK POP SENSATION GRIFF TEAMS UP WITH ELECTRONIC POP DUO HONNE FOR NEW SONG “1,000,000 X BETTER” – LISTEN** [**HERE**](https://griff.lol/1mxbetter)

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*"Multicultural, multi-hyphenated, and multi-talented...four walls can’t confine this utterly unique teenager." -* ***Vogue***

*"Griff looks every bit like pop’s bright new star...it is, quite frankly, all rather brilliant" -****i-D***  
*"Griff is the hottest new artist to come out of the UK since Dua Lipa." -****V Mag***  
*“A phenomenon...the teenage boss about to take charge of pop” -****NME***

*“…the hottest thing out of the UK since beans on toast.”-* ***Flaunt***

**October 2nd, 2020 (Los Angeles, CA) –** Following a steady flow of releases this year, 19-year-old UK prodigy **GRIFF** has teamed up with electronic pop duo **HONNE** for brand new collaboration **“1,000,000 X Better**,**”** out today via **Warner Records**. An instant earworm, Griff’s signature melodies combined with sleek production and a heartfelt message is pure pop perfection. Additionally, Griff teamed up with Hunger Magazine and Rankin director Jordan Rossi to direct the video which will premiere on Oct on their content platform VERO. A live performance video of “1,000,000 X Better” featuring both Griff and Honne was unveiled today, watch it [**HERE**](https://www.youtube.com/watch?v=9XXnMZm_V6s&feature=youtu.be).

Soulful, propulsive and timely, “1,000,000 X Better” is about reaching out to someone just when they need you the most: a coincidence which mirrors the collaboration between Griff and HONNE in the first place. “*Honne DM’d me back in December saying they loved my music,”* recalls Griff. *“I was already a huge fan, so we got together a couple of weeks later. We ended up writing ‘1,000,000 X Better’ about having that one person in your life that can make you feel better. And like, despite having a bad week, a period of low mental health or whatever we struggle with day to day, there’s always that one person in your life that can make your troubles drop away as soon as you’re around them.”*

For HONNE, too, “1,000,000 X Better” was a moment of kismet. “*You know that excited feeling you get when you discover some great new music? That’s the feeling we got when we first heard Griff. A friend of ours recommended we take a listen and we were instantly hooked. We awkwardly sent her an Instagram message and wrote the track in London together. We did some finishing touches in LA as we happened to both be out there at the same time and caught her first show in the US (which was incredible). Working with Griff is effortless and we couldn’t be more excited for this song to come out.”*

Griff looks well on her way to becoming the next face of British Pop - and a next-generation type of pop star, at that. Born to Chinese and Jamaican parents just out of Watford, she began making music by borrowing her brother’s Logic: teaching herself how to produce songs in secret from her classmates. Indeed, Griff's is the type of curiosity and creativity that draws no boundaries between making beats, sewing your own clothes, or shooting a music video on your iPhone under lockdown. And whilst it's easy to forget, Griff's rawly vulnerable lyrics are a vivid reminder of how young she still is. Here are acutely observed tracks on friendship (“1,000,000 X Better”), mental health (“Say It Again”), those stinging formative breakups (“Forgive Myself”) and the importance of family (see viral ballad “Good Stuff', and its moving account of Griff’s family fostering kids). In Griff's hands, all these experiences are turned into something uniformly positive and make her particular model of bedroom pop feel fitting for a legion of young girls to follow. Watch out for more from Griff coming soon.

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