**SAM GELLAITRY SHARES NEW TRACK “GULLIBLE”**

**WATCH** [**HERE**](https://www.youtube.com/watch?v=rUma2uKW0K4)

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Photo credit: Gregory Gaynor-Kirk

“Sam Gellaitry has long been one of the best beatmakers on the scene.” - *Billboard*

“I think [‘Duo’] is one of his best singles, period.” - *The Needle Drop*

“Sam Gellaitry...crafts some of the most unique and exciting bedroom-pop tracks of the year so far.” - *Paste*

**September 24, 2021 (Los Angeles, CA)** – Scottish electronic producer and singer/songwriter **Sam Gellaitry** sharesa new single, “Gullible” – out now via FFRR/Parlophone Records. Listen to “Gullible” [**HERE**](https://ffrr.lnk.to/samgellaitrygullible) and watch the visualizer [**HERE**](https://www.youtube.com/watch?v=rUma2uKW0K4). With **Sam**’s own high-octane vocals and captivating signature production, “Gullible” is a bouncy track destined to lift your mood instantly. The accompanying video was directed and edited by **Sam** himself.

About “Gullible,” **Sam** says, “*Gullible is a song I wrote about surrendering yourself to the vulnerability of falling for someone. Sometimes the velocity can catch you off guard but when the feelings are mutual there is a sense of invincibility that comes after letting your guard down and being open to the journey.”*

Earlier this year, **Sam** released his EP ***IV*** which introduced a new phase of **Sam**’s career as he embraced both his Scottish heritage and his unparalleled and unadulterated passion for creativity. ***IV*** was a testament to why **Sam**’s career comes back to why he does it all in the first place. He loves creating and playing around with different colors. It’s like a form of magic: a source of respite, release and happiness. About his music, **Sam** explains, “I want all my work to paint a joyful image of the process of creation.” With more music to come this year, **Sam Gellaitry** is set to take over the scene by storm.

**Sam**’s music is a journey through experience, circumstance, and surroundings told through his impressive, synesthesia-informed knowledge of different musical tones. For him, songwriting and producing has always connected to a process of pairing and contrasting different tones – “*using the notes to create different sensations – like tension or relief in your head.*” In practice, this technique has seen him experiment with high-definition club music, crisp hip hop production, dabs of orchestral instrumentation and more. It signals a new phase of Sam’s career, and an embrace of his unparalleled and unadulterated passion for creativity.

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