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**SAM GELLAITRY RELEASES NEW SINGLE “SEROTONIN”**

***VF VOL II* MIXTAPE OUT SEPTEMBER 23 INCLUDES “PICTURE IN MY MIND” WITH PINKPANTHERESS -- PRE-SAVE** [**HERE**](https://ffrr.lnk.to/VFVOLII)

**LISTEN TO “SEROTONIN”** [**HERE**](https://ffrr.lnk.to/SEROTONIN)

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**Friday, September 9 (Los Angeles, CA)** -- Quickly establishing himself as one of the UK’s most in demand producers, and fresh from the release of his critically acclaimed single “[Picture In My Mind](https://www.youtube.com/watch?v=SIHS1lLzqOo)” with PinkPantheress, **Sam Gellaitry** today announces his new single “**SEROTONIN**” set for release on 9th September via **FFRR/Parlophone Records/Warner Records** – listen [HERE](https://ffrr.lnk.to/SEROTONIN). The single is taken from his upcoming ***VF Vol II*** mixtape set for release on September 23 – pre-save [HERE](https://ffrr.lnk.to/VFVOLII).

With hazy guitar riffs and a stripped back production, ‘**SEROTONIN’** is an ode to love in the digital age – where texts replace the love letters of old. The track sees **Sam** pushing the boundaries of his sound, and is written from first-hand experience. “It’s the least like anything I’ve put out,” he says, “I had a lockdown relationship and I didn’t end up meeting the girl. It was all online.” He adds “**’SEROTONIN’** is essentially a modern love song with an emphasis on how it feels to be engaging with that certain someone in the digital realm - with phones as our main communication point. I wanted it to be as stripped back as possible with no synthetic sounds to contrast the song’s digital context and to bring in a human touch. “

“**SEROTONIN**” gives another teaser of Sam’s hotly anticipated upcoming mixtape ***VF Vol II*** set for release on September 23. The EP includes his hit song “Picture In My Mind” with PinkPantheress. **Sam** has come a long way since he began uploading songs to SoundCloud from his bedroom in Stirling, aged just 18. His music is a journey through experience, circumstance and surroundings, told through his impressive, synaesthesia-informed knowledge of different musical tones. Impossible to pigeonhole and with an insatiable appetite for creativity, this talented star is well and truly on the ascent.

**Follow Sam Gellaitry**

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