

RICH BRIAN RELEASES SINGLE & MUSIC VIDEO FOR “NEW TOOTH” ON 88RISING

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CONFIRMED TO HEADLINE AT 88RISING’S HEAD IN THE CLOUDS
FESTIVAL ON NOVEMBER 6



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November 4, 2021 (Los Angeles, CA)– Today, Indonesian rapper/singer/producer **Rich Brian** releases his introspective and hard-hitting new single “**New Tooth**” on 88rising. Viciously urgent, the track acts as Brian's internal monologue as he fights back on self-doubt, negative impulses, and creative blocks. Listen and watch “New Tooth” [HERE](#).

The arresting visual - directed, scripted, and edited by **Rich Brian** himself and inspired by police thrillers such as *The Raid* and *Infernal Affairs* - features a gripping narrative as Brian stars as a S.W.A.T. officer turned business mogul exacting his revenge on a double cross agent. The 22 year-old continues to showcase his acting chops following the announcement of his big-screen debut in the upcoming film *Jamojaya*, directed by the critically-acclaimed Justin Chon (Blue Bayou, Ms. Purple).

Complete with a slow-burning pensive bridge, the fast-rising artist – and first Indonesian to surpass 10 million monthly Spotify listeners – lays the track to rest as he raps “*This shit done make me cry/Man this shit ain’t civilized, I ain’t born to die.../I need to stay awhile.*”

“I really took my time on this song & I think it was worth it.” explains **Rich Brian**, “The video was very fun to shoot & edit I feel like I went back to my 2011 filmmaking days, shoutout to Jason Ano”

This Saturday, November 6, Rich Brian will close out the first night of 88rising's flagship Head In The Clouds festival. The line-up also includes labelmates Joji and NIKI plus Saweetie, CL, DPR Live, Beabadoobee, Japanese Breakfast, keshi, The Linda Lindas, and many more.

<https://hitcfestival.com/>



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ABOUT RICH BRIAN:

Growing up homeschooled in Indonesia, Brian found the Internet to be his English teacher and window to the world beyond. After moving to America alone at the age of 17, Brian has been both awed and humbled by his experiences, as they simultaneously smack him down to Earth and lift him up. After making the leap to America, Brian has experienced all the glory of “making it” - from collaborating with the likes of 21 Savage, Offset, and Playboi Carti, to selling out shows and playing festivals around the world.

Brian's debut project Amen, released in February 2018, garnered widespread critical acclaim and topped the iTunes Hip-Hop charts - a first in history for an Asian musician. Brian has since gone on to sell out shows across North America, Europe and Asia, and festivals around the world including Bonnaroo and Rolling Loud.

In 2019 he released 'The Sailor', Brian's second full length album. The album received critical acclaim, with Hypebeast proclaiming, “Rich Brian flawlessly tackles his sonic growth and Asian identity.” Featuring production from Bekon & The Donuts, 1Mind, Frank Dukes and Rich Brian himself, 'The Sailor' documents Brian's coming-of-age in the public eye, which has taken him from an Internet-born rapper to an Indonesian icon and hero for Asian youth around the world. The album features singles “100 Degrees”, “Yellow”, and “Kids”, and has been streamed over 500M times globally.

After spending months in quarantine, Brian followed up “The Sailor” with the “1999” EP. A sonically diverse project borne out of months of social isolation, the majority of the EP is both self written and produced.

2021 has proved to be a triumphant year for Brian as he reached new heights in his career. Brian

notched his first-ever U.S. Top 40 radio hit for "edamame" with bbno\$. Brian also played a prominent role in Marvel Studios' Shang-Chi & The Legend of the Ten Rings soundtrack - including collaborations with 21 Savage, Rick Ross, and DJ Snake. Brian also just completed production for his feature film debut as the lead role in *Jamojaya*, directed by the critically acclaimed Justin Chon.

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