

ABOUT 1ONLY:

1nonly's gothic whisper-raps are grim, yet glamorous. Every song is a blur of euphoria and violence, a mosh pit of TikTok generation rap tropes, while the Las Vegas-born 17-year-old sits at the center, dropping flexes in a deceptively casual cadence. On his recent single "Zoom," for example, he bobs and weaves around a brash, perfectly placed Teriyaki Boyz sample—his gruff voice a perfect match for the chest-rattling bass bubbling underneath. Songs like these prove he's one of rap's true punks, making uniquely gloomy, angsty, and otherworldly music that just might push the whole genre—multiple genres, even—forward.

Consider his biggest song to date, "Stay with Me." Giving a new life to the song it samples—city pop great Miki Matsubara's track of the same name—1nonly rips up the pulsing drums with gruff boasts about his luxurious desires: new whips and kicks and women. Even still, his mind is always on what's next: "*Bout to make another hit, got beats in the lab.*" It's the sign of a rapper who's dedicated to pushing boundaries—to making something that sounds totally new.

"It's a cute sample, but with deep, hard vocals on it," 1nonly says, touching on the dichotomy that he frequently explores and even embodies. "No one was using that sound that way."

Born Nathan Fuller in 2004 in Las Vegas, NV, 1nonly grew up with a Korean mom and white dad, and immersed himself in alt-metal bands like Linkin Park and Breaking Benjamin. As a teenager, he was surrounded by hip-hop culture through skating. "Vegas is pretty fucking boring," 1nonly says with a laugh, but his online existence would help fill in the blanks.

After dabbling in his school's band for a bit, 1nonly made his first original song in 2019 using the humble technology available to him. "Dude, I used a PS3 Turtle Beach headset to record my first 10 songs," he says. The first track he released was a joke, by his own estimation, but after seeing it rack up 30,000 streams on SoundCloud, he committed to the bit—and evolved.

As he continued putting out music, 1nonly shifted from emo rock and bedroom pop to harder raps in the vein of Suicideboyz or \$NOT. But instead of shying away from comparisons, 1nonly leaned into them. "I'm very good at impersonating people," he says. So he'd make songs that riffed on other artists' styles, and they started doing numbers on SoundCloud and TikTok.

While taking inspiration from other sounds, he found his own. A typical 1nonly song layers deadpan, yet bouncy raps over hard drums and a whimsical sample, usually produced by someone from his crew, The World Is Yours. His soaring hit "Shakira," which blew up on TikTok, samples "Hips Don't Lie." And "Ash Kaashh" pulls from the lilting strings of Japanese composer Toshifumi Hinata. No matter the instrumental, what's important is making something memorable. "I feel like when I write lyrics, the first thing I go for is the catchiness of the song," 1nonly says.

Nowhere is 1nonly's gift for hooky writing more apparent than "Stay with Me," which sent the high schooler to internet fame early in 2021 alongside a cutesy city pop beat. Creators ranging from drifting enthusiasts to skate instructors and lifestyle vloggers used his audio on TikTok.

Now signed to Warner Records, 1nonly wants to take his songwriting to the next level. This is already evident in new singles like “Zoom,” which finds his deft touch at its most inventive and adventurous, characteristics he hopes to push further as he continues to grow into his burgeoning sound. He plans to make grimy phonk in the lineage of dark Memphis rap and work with some of the SoundCloud rap pioneers he still looks up to like Night Lovell and Xavier Wulf. Across all his songs, he's demonstrated a deep knowledge of the gloomiest realms of internet rap. Now, with the support of new collaborators and new resources, he's poised to take that sound to the world—from the web's darkest corners to the stage's bright lights.