

PRESS RELEASE NOVEMBER 12, 2013

# Electro Track by Coins & Dolls

## Soundtracks International Superbrand

Having your music showcased in a national advertising campaign for a massive brand is a dream for many artists, whether they're up and coming or established - for DOLLS, it is a reality, as the independent artist is about to be heard by millions on the new advert by a UK top cosmetics brand, featuring Georgia May Jagger as the lead model.

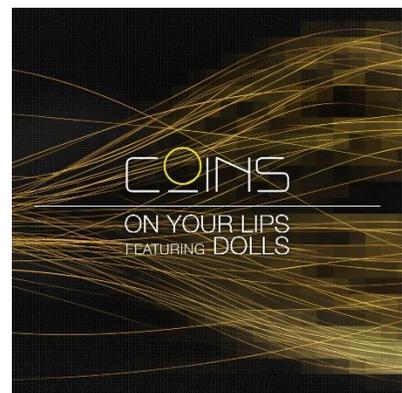
Providing the soundtrack to the international TV and online campaign, DOLLS' guest spot on COINS' explosive electro track On Your Lips is a new twist for the brand, which has historically used rock music to underpin their marketing.



Watch the commercial [directly on YouTube](#) or read more about the campaign on [Rimmellondon.com](#)

DOLLS says the track being picked for the commercial came as a complete surprise:

*"It's been so exciting; I can hardly believe it! I was surprised when I got the call saying we'd been shortlisted. I remember saying to COINS, 'but.. it's not rock!?' I've been a fan of the brand since forever, and the music they've used has always been very guitar-based, so I was completely blown away when they came back saying they wanted to use 'On Your Lips' for the campaign. It's amazing that it's a brand that I actually love as well, which makes it even more thrilling. Fashion and style are massive parts of my music, so it's a very natural fit for me as an artist, and the song is perfect with the campaign's imagery. The behind-the-scenes video with Georgia May Jagger is*



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*amazing; it's kind of surreal to watch it with my voice in the background. I need to remind myself it's not just a fan video someone's made, and that it's airing for millions of people!"*

Drawing her influence from Madonna, Nine Inch Nails and Depeche Mode, DOLLS juxtaposes apocalyptic pop vocals with gritty lyricism, creating a unique signature where 'bubblegum bisects industrial synths.' After two mainstream hits for Warner Music, DOLLS moved from Toronto, Canada to London, relaunching as an independent artist and releasing her self-produced debut SECRET SULK in January, 2013. She was approached by COINS (Canadian electro house Peter Chapman) to write and perform a song for his album, which they recorded at his studio in Toronto while DOLLS returned for the Christmas holiday. Little did either of them know they'd be celebrating well into the New Year, and beyond.

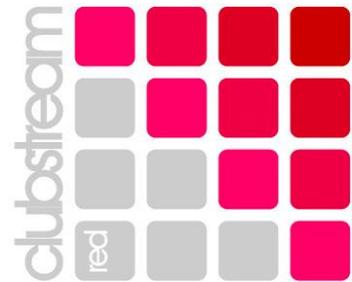
COINS feat. DOLLS 'On Your Lips' is available on iTunes, Beatport and Spotify from the Swedish Clubstream Red label.

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## About the Record Label

The release is coming out on Clubstream Red, a part of the Substream Music Group of Sweden. Dansant was launched in 2012 with the vision to bring "Whatever makes you move" to DJs and regular. Today, the label has released 50 EPs and albums with dance, house and nu-disco music from artists all over the world.

Substream is an innovative music company and one of Sweden's top label groups for electronic music. The label's main office is located in downtown Gothenburg on the Swedish Westcoast. Today Substream holds a catalog of 3000 tracks released under the subsidiary labels: Substream (electro-pop), Mareld (leftfield electronica), Dansant (dance and upbeat pop) and the Clubstream label group (6 labels from house to techno and dubstep), Uberstrom (electro rock). Substream also operates one of Sweden's most renowned mastering studios in-house.



## Contact

Please Substream / Clubstream for questions, interviews, features, promo for review.

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