



"A LIFE I DIDN'T
THINK WAS POSSIBLE"

LARA MCCORMICK

HOW HER STORY BEGINS

Lara McCormick is a self proclaimed music artist, who started writing music at the age of 14 as a way to express herself. She grew up in Manchester, home to famous Indie Rock band The Smiths.

Her journey to fame began on Soundcloud where she released divine melodies as a place to gain recognition-which she got alright! The big rise started with her first song 'Dear Louise' trending on TikTok, where the well deserved acknowledgement of the star grew more each day. "It all happened so fast, like a fever dream!" Lara said in a recent interview with Elle magazine. McCormick is a really talented star and many are ready to see where she takes us, as we hear light speak of an upcoming tour..



'CLARITY':

Indies most flourishing album to date.

Lara McCormick . A name many are becoming familiar with. As her first album was released September 2nd, she is now riding high on a creative wave.

Indie music has always been known to provide people with the joy of its authentic, melodic sounds and this is what Lara has been acclaimed for doing.

"I poured my soul into this album; it's a direct visual of how I became the girl I am today", Lara tweeted the day of the album's release: *CLARITY*. An Alternative Indie album that's an honest, vulnerable opening into Lara's life, with musings on her life struggles, family hardships and tales of love . " If bittersweet had a sound, this is IT", Vanity Fair wrote in their latest piece. *CLARITY* brings back the feels of 90s indie music. Inspiration from artists such as The Cranberries and Bôa have made a strong influence on the sounds of this sensational album, carrying a modern twist of her own.

Fans have even gone as far as claiming this is the 'indie Adele' as they make similarities between the duo's soulful voices, its clear she is receiving a lot of support and love from her increasing fan base.

Despite all of the love, criticism of the album has been floating around the web for the controversial lyrics, which without doubt raised a few eyebrows. However Lara clapped back to the hate by tweeting "This is my story that's brought me clarity, if u don't mess with that then don't listen to it. I wrote these songs for my healing." Clearly Lara doesn't play games when it comes to *CLARITY*.

Big names within the industry spoke up to support Lara in her rise to fame such as Adrienne Lenker and CLAIRO uploaded to her Instagram story "As a young artist myself I understand how alone u may feel with all the backlash. But I want u to know there's thousands including myself that cherish the sound of ur amazing voice". Gaining herself an even stronger fan base. As a response to this support from the industry's greatest, Lara has replied that, "If you told 14 year old me Clairo would post about me on her Instagram, I think she would have passed out". This admission came in a BBC Sounds interview, when asked about the post.

Moving closer to the new year its clear *CLARITY* is only the tip of the iceberg. INDIRA are excited to see what Lara McCormick has in store for us in the near future as she now proudly makes her home in the realm of indie music.

