

JORJA SMITH UNVEILS PROPULSIVE NEW SINGLE

“GO GO GO”

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Photo Credit: Ivor Alice

(August 3, 2023) - Further to climbing the charts with her latest summer single “**Little Things**”, today, **Jorja Smith** has unveiled her third offering of 2023 in the form of “**GO GO GO**”; a propulsive indie-adjacent track that nods to Jorja’s teen love of groups like Jaws, The Kooks and Bombay Bicycle Club. “**GO GO GO**’ is kind of a f-you song. Why do people have to kiss and tell, kind of vibe.” she candidly states. “I’m in my little alternative bag, but I’ve always kind of been in it. People might be like, ‘I didn’t expect this’, but I’m like: ‘well, I would!’”

Directed by **Amber Grace Johnson**, the accompanying video was shot in Marseille earlier this year and details an argument between two lovers which ultimately sees Jorja depart the relationship after her other half has betrayed her trust; a defiant nod to one's right to privacy, especially when in the public eye.

Of the many British voices in music today, Jorja is among the most commanding, writing at a pitch of intensity and urgency that few can match. Over the past five and half years, since the release of her critically acclaimed debut album **Lost & Found**, she has been celebrated unanimously across the world for her evocative song-writing, powerful delivery, pure emotion and unbridled talent as a young woman navigating her way through life. It was in 2021 that Jorja's hiatus from music was broken - enter **Be Right Back**, the holding space between the sensation that was **Lost & Found**, and her next project. **Be Right Back** was born from playing, jamming, freestyling, and sounding out what Jorja had been on the edge of expressing all her life. It was a project entirely for her fans. **"Be Right Back did exactly what I wanted it to do. It was a little waiting room so people knew I was coming back."**

And come back she did - entering a chapter of her return to music that's certain to draw in and intoxicate Jorja's fans and new listeners alike. And what has changed for her, in the five years since **Lost & Found** dominated the charts and the soundscape? **"I like this world that I've just come into. And I'm still figuring things out. Always figuring things out."** Jorja says. **"This is the first time I'm putting stuff out there that I can connect with right now."** Over the last few years, it's been a reflective and transformative step into her mid twenties for her. She's been able to step into herself and evolve as a songwriter and a woman despite an ever-changing musical landscape.

While she recognises that the global pandemic has been completely devastating, she acknowledges that it allowed her to stay still, to come more into herself, and to be more in control of the person she is, and of her musical output. Like some of the legendary musicians that came before her, Jorja is looking at the chaos and disorder in the world right now with resourceful, refined eyes, and she sees the glorious opportunity and enormous responsibility that affords.

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