

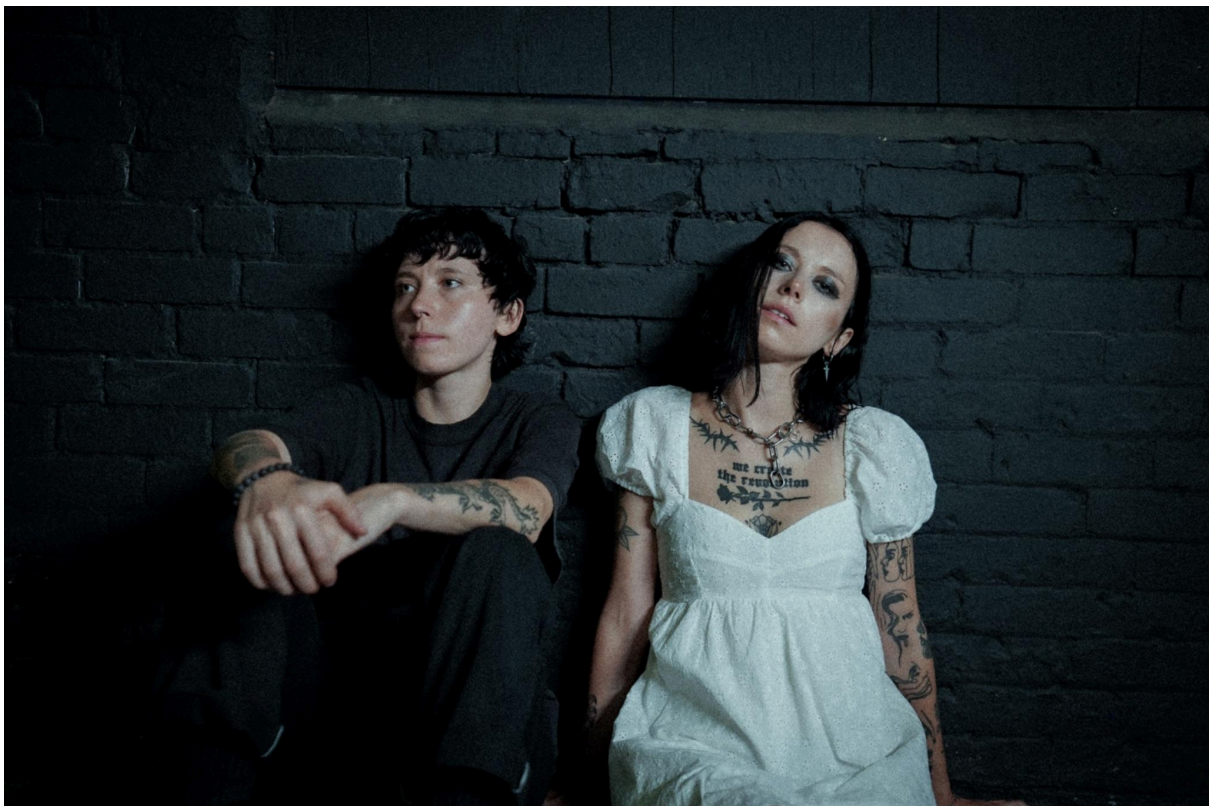
*Please add to Concert Listings

JUNO-NOMINATED ALTERNATIVE INDIE-ROCK DUO
SOFTCULT

RELEASE NEW SINGLE “SHE SAID, HE SAID”
WATCH THE OFFICIAL MUSIC VIDEO [HERE](#)

DEBUT ALBUM
WHEN A FLOWER DOESN'T GROW
AVAILABLE JANUARY 30, 2026 VIA EASY LIFE RECORDS
PRE-SAVE/ORDER [HERE](#)

SOFTCULT TO SUPPORT LIGHTS ON *COME GET YOUR GIRL*
2026 NORTH AMERICAN TOUR
INCLUDES CANADIAN DATES IN EDMONTON, CALGARY, LONDON,
OTTAWA, QUEBEC CITY & MONTREAL



Hi-res Promo Image | Download [HERE](#)
Photo credit: Kaylene Widdoes

(October 22, 2025 - Toronto, ON) **Softcult**, the **JUNO**-nominated Ontario-based sibling duo featuring **Mercedes** (she/her) and **Phoenix** (they/them) **Arn-Horn**, have shared their powerful new single **“She Said, He Said”**, from their recently announced debut full-length album, ***When A Flower Doesn’t Grow***, out **January 30, 2026** via **Easy Life Records**. Pre-save/order the album [HERE](#).

Speaking about the new single, vocalist Mercedes explains, “‘She Said, He Said’ is a song about believing survivors of assault. It’s known that SA cases are historically under-reported, and most victims don’t come forward for fear of being accused of lying. When survivors do come forward they are all too often blamed for encouraging the situation that led to the assault in the first place. Myths and bogus claims aiming to dismiss allegations of assault perpetuate misinformation that leads to mistrust and suspicion of survivors when they decide to share their stories. This culture of misogynistic skepticism contributes to the silencing of survivors, enabling predators to continue with their mistreatment while escaping accountability. This song tells a story that is all too familiar; the “nice guy” that coerces and pressures his victim instead of asking for consent.”

On the track’s accompanying official music video, Mercedes continues, “We wanted to create a visual that tackles this very poignant and nuanced subject matter in a respectful way, while still resonating and getting the intended message across. We decided to focus on the frustration many women feel when we tell traumatic stories and are met with suspicion and accusations. We chose an interrogation room setting to capture the feeling of “making a case” for our truth to be heard and believed. We included some Easter eggs referencing other videos from this album cycle, which represent a common theme of patriarchal oppression and abuse. The clues displayed as evidence on the interrogation room table lead directly to the anonymous male characters in other videos (*Naive*, *16/25*). However, the detective fails to make the connection, blinded by patriarchal bias, and instead casts suspicion and classically blames the victim.”

“She Said, He Said” joins previously released singles: “[16/25](#)”, a track confronting the predatory behaviour of older men who groom younger women; “[Naive](#)”, a hauntingly honest exploration of disillusionment and emotional awakening; and “[Pill To Swallow](#)”, a searing, shoegaze anthem that confronts our world’s most uncomfortable truths with an almost-eerie clarity.



Watch the video for “She Said, He Said” above or follow this link:

<https://www.youtube.com/watch?v=6kQZveLWA1c>

On their powerful debut album *When A Flower Doesn't Grow*, Softcult deliver their most unflinching and transformative work yet. Written during a time of personal upheaval and self-discovery, the ten tracks on the new record explore cycles of abuse, conformity and systemic oppression, while honouring the courage it takes to break free.

“The truth is, nothing can thrive in an environment where it is stifled,” Mercedes reflects. “We can’t flourish in environments that are oppressive. We need the world around us to be an environment that encourages us to grow.”

The title draws from a quote that struck Mercedes during a pivotal moment: “When a flower doesn’t bloom, you fix the environment in which it grows, not the flower.” For Mercedes, those words resonated deeply as she ended a nine-year relationship, came out as queer, and began confronting the internalized oppression she’d long fought against publicly.

“The person I portrayed myself to be on stage was not the same person making the decisions that governed my life,” she explains. “I was root bound. I was disappearing, shrinking, withering away... and I felt ashamed of it.”

The result is a conceptual album chronicling the stages of inner metamorphosis; written from the perspective of someone radicalized by trauma, strengthened by resilience, and finally reborn into their true self.

Musically, Softcult continue to expand their rich blend of grunge, shoegaze, and alt-rock textures, weaving fuzz-laden riffs and dreamy soundscapes with raw, confessional lyricism. The result is both intimate and universal: a record for anyone who has ever felt trapped or

diminished by their surroundings, and a rallying cry to nurture ourselves and each other in the pursuit of freedom and authenticity.

The album follows last year's acclaimed *Heaven* EP, which flipped the concept of an afterlife on its head, critiquing a culture fixated on the future while ignoring the urgent need for change in the present. That release saw the duo land a **JUNO** Award nomination for 'Alternative Album of the Year', the cover of **Spotify's MARROW** playlist (over 4.7 million followers) and embark on tours across North America, the UK, Europe, Australia, and Southeast Asia. Along the way they've won fans in artists like **Hayley Williams** and **Bring The Horizon's Oli Sykes**, opened for **Incubus** and **MUSE**, and earned praise from outlets including **Stereogum**, **BrooklynVegan**, **Paste**, **Consequence**, **Alternative Press**, **Kerrang!**, **CBC**, **The Gay Times** and more.

Born in the studio and committed to carving out their own universe, Softcult embody a fiercely DIY ethos. Phoenix leads production, engineering, and artwork, while Mercedes writes, produces, directs, and edits their deeply personal, impactful videos. Together, they create and distribute their monthly zine *SCripture* and stay deeply connected to their community through the Softcult Discord server. Their music and message serve as constant reminders that the revolution is very much alive - proof that true liberation begins when we transform our environment and allow ourselves, and each other, to grow.



When A Flower Doesn't Grow Artwork | Download [HERE](#)

01. Intro
02. [Pill To Swallow](#)
03. [Naive](#)
04. [16/25](#)

05. [She Said, He Said](#)
06. Hurt Me
07. I Held You Like Glass
08. Queen Of Nothing
09. Tired!
10. Not Sorry
11. When A Flower Doesn't Grow

Softcult was recently announced as direct support for LIGHTS' *Come Get Your Girl* North American Tour in 2026. The extensive run includes Canadian dates in Edmonton, Calgary, London, Ottawa, Quebec City and Montréal. See below for the full list of Canadian dates. Tickets are available to purchase [HERE](#).

***Upcoming Canadian Tour Dates supporting LIGHTS**

Feb 13, 2026 – Edmonton, AB – Midway Music Hall

Feb 14, 2026 – Calgary, AB – MacEwan Hall

Mar 17, 2026 – London, ON – London Music Hall

Mar 18, 2026 – Ottawa, ON – The Bronson

Mar 19, 2026 – Quebec City, QC – Grizzly Fuzz

Mar 20, 2026 – Montréal, QC – Le Studio TD

Connect with **Softcult**;
[Website](#) | [Discord](#) | [X](#) | [Instagram](#) | [Bandcamp](#) | [TikTok](#)

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