

NEW RULES[®]

With bold voices, upbeat live musicianship, sly wit, and enough energy to bring any crowd to its feet, New Rules infuse pop with unbridled spirit and undeniable charm. The UK and Irish trio—Alec McGarry [vocals, acoustic guitar], Nathan Lambert [vocals, electric guitar], and Ryan Meaney [vocals, bass]—have emerged as a phenomenon, drawing magnetic and modern anthems from a traditional musical brotherhood. After gathering millions of streams independently and sharing the stage alongside superstars such as Julia Michaels and Little Mix, they stand on the precipice of a major breakthrough with a series of singles for Elektra Records and much more to come.

“At the end of the day, we’re a band,” states Ryan. “We all sing, we all write, and we all play. We’re also big fans of popular music, so we want to make something that sounds fresh.”

The band followed three separate, yet similar paths to New Rules. Hailing from Dublin, Ireland, Ryan grew up surrounded by music. At every family party, his uncle busted out old Irish ballads on guitar, mandolin, or banjo until the wee hours. Upon seeing Green Day, Ryan picked up his first electric guitar and gigged everywhere and anywhere. Just outside of London in Hertfordshire, Alec discovered Genesis and Phil Collins through his New Yorker drummer dad before embracing Keane, Coldplay, and Ed Sheeran. He learned guitar to impress a girl at a school talent show at 10-years-old. “I thought she would be into ‘Hotel California,’ but I was horribly wrong,” he laughs. Nevertheless, he soldiered on, cutting his teeth through countless gigs at local pubs. In Chelmsford, Nathan went from busking for pocket money to co-founding The Shades, landing his first record deal, and gaining invaluable experience. Following his band’s breakup, he decided to look for fellow musicians online in 2018. He stumbled on a YouTube cover of Hozier’s “Someone New” by Ryan and reached out. Not long after, he met Alec online as well, and New Rules took shape.

“It still is a bit sketchy Nathan blindly messaged me, and I flew from Ireland to meet him,” laughs Ryan. “It was worth it though.”

Relocating to London together, they gained initial traction with their debut single “Call It” during 2019. On its heels, “Fix Somebody” landed a high-profile sync on the hit TV show *Love Island*. Along the way, the band sold out two headline tours across the UK, supported Julia Michaels, and performed to over 350,000 fans on the road with Little Mix during the pop powerhouse’s massive arena tour across the UK and Ireland. At the same time, New Rules’ influence grew internationally. They hit the stage at the Alfa Radio Show in Mexico City in front of a crowd of 5,000 as their self-titled EP reached #1 on Mexico’s iTunes Chart. They linked up with Filipino megastar Inigo Pascual for the medley “Dahil Sa ‘Yo/Fix Somebody Mix” in The Philippines and took over primetime television shows—*It’s Showtime* and *ASAP*. They stoked buzz stateside, gaining early support from Radio Disney, iHeartRadio, and SiriusXM. In 2020, the group racked up millions of streams with singles “Pasta” and “Emily” – the latter of which trended #5 on Twitter UK with the hashtag #GetThisToEmily. In the middle of lockdown, New Rules built a studio in the house they shared, writing feverishly throughout the pandemic and eventually signing to Elektra Records.

Now, the single “Really Wanna Dance With You” ignites their next chapter. On the track, breezy acoustic guitar underlines a vividly hazy recollection of mustering enough courage to break the ice with an attractive stranger at the other end of the bar. As the story heats up, their signature three-part harmonies elevate the hook, “*Hey, saw you from across the room, and I’ve been thinking of a way to come and talk to you.*”

“It was a true story,” grins Nathan. “It’s about not knowing what to say to somebody in a bar. You’re trying to say, ‘Hey, I like you,’ but you’re really shit at talking to women—which we all completely relate to! It happened to us on a night out, so we wrote about it the next day.”

On its heels, “Cheers” tells a different kind of story as percussive guitar increases the momentum towards another skyscraping chorus with a toast, “*Cheers to being over you.*”

“It’s a big ‘fuck you’ to the time we’ve had over COVID,” exclaims Alec. “It’s about getting past what’s happened, going out, and doing all of the things you want to do.”

In the end, New Rules rewrite what pop can be.

“This is three best mates singing about their real lives,” Ryan leaves off. “It’s honest.”

“These are our stories,” agrees Nathan. “We are all massive music fans. We’re obsessed with it. We’re singing about relatable things. Hopefully, we can connect to as many people as possible through these experiences.”

BOILER

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