

**BIO**

A sight, a scent, or a sound will immediately awaken a meaningful memory. In similar fashion, songs remind us of where we’ve been, how we got here, and what to expect on the horizon.

Jake Scott appeals to multiple senses with his nuanced, yet cinematic take on pop. His lyrics are so honest and unfiltered you can practically see each story unfold right in front of you. Breezy melodies and lush guitars might conjure a memory you never want to end, while airy beat-craft pulls you back down to earth for a moment of introspection. Building a diehard audience, earning critical acclaim, and generating just shy of 1 billion streams, the platinum-certified singer, songwriter, producer, and multi-instrumentalist invites complete immersion on his full-length debut album, *Lavender* [Elektra Records].

“Nostalgia is a magical emotion that attaches itself to moments in your life where you felt alive and present,” he says. “It could be the euphoria of falling in love for the first time—or even when your heart was broken. When I met my wife Rachel, I was introduced to this world of *Lavender*, because she loves the ice creams, essential oils, and hand lotions. Anytime I see, smell, or taste *Lavender*, I’m taken back to falling in love with her. The way I interact with *Lavender* is how I wanted the album to feel. To me, all of these songs capture this feeling in their own way.”

Born and raised in Fayetteville, AR and based in Los Angeles, CA, Jake gravitated to music as a kid. Eventually, he broke through the old-fashioned way—by grinding it out. Beginning in 2018, he chose to share one single per month independently until the end of 2020. He caught the attention of Elektra Records and inked a deal with the label. Among many highlights, he joined forces with Russell Dickerson for “She Likes It,”gathering 300 million streams, picking up a 2x platinum certification from the RIAA, and landing a nomination for *“Collaborative Video of the Year”* at the CMT Awards. Simultaneously, he delivered unforgettable performances on *TODAY*, *The Kelly Clarkson Show*, and *Good Morning America*, to name a few. Beyond praise from *American Songwriter*, *Billboard*, and more, *PEOPLE MAGAZINE* named him among its *“Emerging Artists”* in 2022. As a songwriter, his catalog has notably expanded with cuts for Jason Mraz**,** Aloe Blacc, and Morgan Wallen. Packing houses coast-to-coast, he sold out every date of his first headline tour.

Along the way, he assembled what would become *Lavender*. He primarily recorded out of his home studio *(i.e. converted garage)* joined by trusted collaborators such as Noah Conrad, Josh Kerr, and more. He even co-wrote a handful of tunes with Rachel. Eventually, Jake hit his creative stride at the top of 2023.

“It took me a little bit to figure out what’s most natural to me,” he states. “When I was releasing singles every month, I was starting to figure out who I am as an artist—and I stumbled upon my voice. Now, I’m sharing my story. It’s my experience. It’s my life. These are the songs I’m writing, and this is what I have to bring to the world. I got married young. I have two kids. I love the life I’m living, and I’m opening up with this music.”

He most definitely does on the irresistibly intimate single “Come Close.” Accented by soft guitars, the sparse beat carries the tempo as Jake’s confessional lyrics instantly captivate. He extends his hand and opens his heart in a moment of unbridled vulnerability during the hook.

“I’m transparent, but there’s always about 5% of who I am that I won’t share,” he admits. “I unintentionally tuck it away. With my wife, I realized there was no way we could reach our full potential as a couple if I don’t let her see everything—the good, the bad, and ugly. It’s very honest and true to what I was going through at the time and am still going through.”

Dreamy guitar underlines his soft delivery during “One On The Way.” He immediately paints a picture, *“Heart stopped, and I saw your black dress. Long hair looked like an actress*.*”* As the verses progress, he turns the pages of each chapter in a relationship in real-time.

“You meet her, order a drink, and you’ve got *‘One On The Way’*,” he says. “You’re together for a while. She asks, *‘Are you going to buy me a ring?’* You’re like, *‘I’ve got ‘One On The Way’*.*’* You’re married for years, find out you’re pregnant, and you’ve got *‘One On The Way’* again. It’s a special song for me.”

Then, there’s “Twice.” Organic percussion brushes up against lithely strummed acoustic chords as he flexes his high register. The song bottles *“the sensation of knowing when you’ve got chemistry with another person*.*” Lavender* concludes with “Ruby Hallelujah.” Anchored by a lightly plucked six-string melody, it unfolds as a tender lullaby dedicated to his eldest daughter Ruby.

“I was about to start my first headline tour, and Ruby was four months old,” he recalls. “We were sitting in a hotel room, and she was crying. When you hear you’re first kid crying, you think the world’s ending. I got my guitar out of the case and played the chorus. I kept singing her name over and over, and she calmed down and stopped crying. At the core of my artistry, I’m always going to be a singer-songwriter. It means a lot to me.”

Ultimately, Jake’s music has the power to mean something to you as well.

“I just want to be somebody who’s comfortable in his skin,” he leaves off. “All I offer the world is my experiences, my story, and what I’ve learned in life so far. After you hear this, I hope you know me and feel the freedom to say, *‘He is owning his story, and I have the freedom to own mine too’*.”

**BOILERPLATE**

Jake Scott appeals to multiple senses with his nuanced, yet cinematic take on alternative pop. His lyrics are so honest and unfiltered you can practically see each story unfold right in front of you. Breezy melodies and lush guitars might conjure a memory you never want to end, while airy beat-craft pulls you back down to earth for a moment of introspection. Born and raised in Fayetteville, AR and based in Los Angeles, CA, the platinum-certified singer, songwriter, producer, and multi-instrumentalist consistently connects with audiences. Obsessed with music as a kid, he broke through the old-fashioned way—by grinding it out. Beginning in 2018, he chose to share one single per month independently until the end of 2020. Attracting a diehard fanbase, he caught the attention of Elektra Records and inked a deal with the label. Thus far, he has impressively tallied just shy of *1 billion total streams*. He notably joined forces with Russell Dickerson for “She Likes It,” gathering nearly 300 million streams, picking up a 2x platinum certification from the RIAA, and landing a nomination for *“Collaborative Video of the Year”* at the CMT Awards. Meanwhile, he delivered unforgettable performances on *TODAY*, *The Kelly Clarkson*, and *Good Morning America*, to name a few. Beyond praise from *American Songwriter*, *Billboard*, *PEOPLE MAGAZINE* named him among its *“Emerging Artists”* in 2022. As a songwriter, his catalog has also expanded with cuts for Jason Mraz, Aloe Blacc, and Bailey Zimmerman. Packing houses coast-to-coast, he sold out every date of his first headline tour. In 2023, Jake brings a whole lot of heart back to pop music on his debut album, *Lavender*, and more to come.