New app-based A&R label ‘feels’ launches with Metropolis

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Fashion talent discovery platform Feels has partnered with Metropolis Studios to launch a brand new label, publishing and artist management operation for music acts.

At present, Feels connects emerging fashion talent with brands and industry leaders for representation via an app which lets users upload photos and videos in a bid to feature in international campaigns.

Feels launched in partnership with Storm Models and has to date discovered 22 'fashion influencers' and seen them sign with modeling agencies and brands including Levi's, Drop Dead, Boohoo and Missguided.

A Feels Music app, set for launch on October 5, will act as an A&R and discovery tool for the Feels label, working in a similar way to its fashion counterpart with artists able to upload music and content.

Alongside the Metropolis partnership, Feels CEO Dawson King has appointed music industry exec Ian Titchener as director of A&R and music operations. Titchener will be based at Metropolis Studios and the Feels head office in Shoreditch.

"Fashion and music have always cross-pollinated," said King. "Many of the fashion influencers on our platform are also musicians and we're being approached on a weekly basis by brands that want to work with them on integrated campaigns. The growth of Feels has been overwhelming, with a reach of over 2.6 million users a week since launching almost four months ago, we feel our platform is great new way for artists to be discovered."

Titchener said: "The Feels project is hugely exciting! The app offers direct access to some great emerging talent waiting to be discovered. Already from the beta testing that's been carried out, we are talking to two of the acts. As an A&R tool it will prove invaluable.

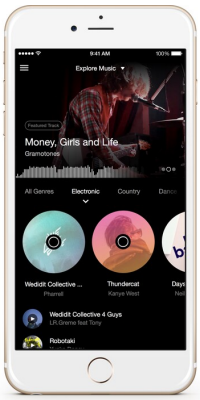
"We have established a label, publishing and artist management division with a team of staff already appointed. Alongside this we have unique access to a myriad of fashion brands which will enable us to develop branding opportunities, syncs and exclusive content for all the artists we sign."

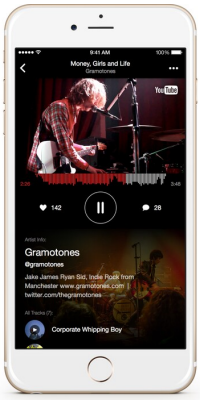
Feels Music will launch with a worldwide search for an emerging artist to sign to the Feels label. The winner will perform at a showcase event at Metropolis dressed in John Varvatos' Star USA collection. Varvatos is the international men's fashion and lifestyle brand famous for ad campaigns featuring musicians such as Iggy Pop, Alice Cooper, Velvet Revolver and Dave Matthews.

The showcase will be live streamed on YouTube.

http://feels.com/

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