

Neon Hitch — Bio (edited)

"I want to see in headlines... NEON." -*Neon Hitch, age 11*

This whiskey-drinking (from a teacup), Cadillac-loving singer and songwriter, Neon Hitch, is not your standard recording artist. Her (real) name alone hints at the direction of her destiny. With unique, jazz-infected vocals and gypsy-pop swag fused with an urban edge, it's hard not to stop and take notice of the bold, British-born bohemian.

Born in the UK to a pair of loving, unconventional nomads, her family's home burned down the day of Neon's birth, resulting in a wanderlust lifestyle with her family traveling throughout Europe in a bus bought with the cash Neon "earned" for appearing in a BBC documentary about her family. Neon soon made a name for herself as a circus performer alongside her family, where she learned to eat fire, walk the tightrope and do trapeze.

Armed with a love for entertaining others, Neon soon set out on a path to explore her place in music. Alone, she headed to London where her confidence and gypsy-pop swag soon caught the attention of Mike Skinner from The Streets, who signed her to his label, The Beats Recordings, in 2007. The union was short-lived when the label closed, but not before further igniting Neon's fire to fulfill her childhood dreams of seeing her name in headlines through her music.

A defining year, musically, for Neon, Warner Bros. Senior Vice President Kara DioGuardi (Fox's *American Idol*, Bravo's *Platinum Hit*) signed Neon to Warner Brothers Recordings in 2010, and Neon began writing with Benny Blanco (Ke\$ha, Wiz Khalifa, Katy Perry, Taio Cruz, Britney Spears) in New York for what was to be her debut album, *Beg, Borrow and Steal*. During this time, she penned Ke\$ha's no. 1 single, "Blah Blah Blah," and provided feature vocals on Gym Class Heroes' smash hit, "Ass Back Home," all before her own singles, "Luv U Betta" and "Gold," both went no. 1 on the Billboard Dance/Club Play Chart in 2012.

Frustrated by executive changeover at her label, causing the prolonged delay of her debut album, Neon launched the free download of her *Happy Neon* EP – a collaboration with GRAMMY-nominated producer Happy Perez – in early 2013. The EP was acclaimed both in the press and amongst her fans who clamored for more Neon. It was this point in her journey that proved to be most fortuitous, as Neon soon made the decision to scrap the Benny Blanco tracks and start fresh.

Says Neon (who cites Marilyn Monroe, Ray Charles, Carmen Miranda and Billie Holiday as her influences), "For now I have moved on from all the songs previously intended for my debut album, as I felt like that project didn't have enough of my story and truth in it both lyrically and sonically."

Lyricaly, the theme of worldly wanderings weighs heavily in Neon's songwriting. "Home is where I lay my headscarf, she says, as she has many tattoos that highlight her life's odyssey, from "Amy" inscribed on her finger (Neon lived with Amy Winehouse while in London) to various symbols on her arm (an homage to her younger sister).

"I was in a low place prior to starting the album over. I know that people will be able to relate to that. Like everyone else, I'm fighting to find my purpose. This journey has made me stronger and fearless, and that's my definition of FREEDOM," says Neon, who has been working with hit-makers like Fred Ball (MIA, Little Mix), Billy Mann (Pink) and Norwegian super-producers DSign. The end result is a uniquely Neon sound that she's dubbed "vintage gypsy pop" — an instrumental harmony of live drums, strings and the occasional horn fused with contagious pop hooks and irresistible melodies.

As a primer for her newly evolved sound, Neon recently released a mixtape entitled *301 to Paradise* — an audio-movie collaboration with GRAMMY-nominated production duo Kinetics & One Love (Eminem, Nicki Minaj, B.O.B). Her as-yet-untitled debut album will be released in 2014 on Warner Brothers Records.

Ever the gypsy and entrepreneur, Neon divides her time between New York and Venice Beach, CA where she recently launched her own Yoga company (BonitaNeon) and online Etsy store (Irene's Bazaar).