



ESSER – BRAVEFACE

OUT AUGUST 11th ON CHOCOLATE INDUSTRIES

‘Love is no excuse for bad art.’

Esser is Ben Esser, the 23 year old, mega-quiffed pop troubadour from Chelmsford, Essex. ‘Braveface’ is his much anticipated debut album released on Chocolate Industries August 11th. A labour of pure, unadulterated love, ‘Braveface’ is ten tracks of brilliantly souped-up smart home grown pop. A collection of songs destined to bust out of the underground and send Esser straight into the hearts and heads of the Great British public. And beyond.

Ben Esser first came to our attention a year ago with his debut release ‘I Love You’ on hot indie label Merok. Bedroom music-making at its very best, it sparked interest in tastemakers and young music fans alike, promising a boundlessly exciting return to the sunshine days when boys did cutting edge conceptual pop.

The last year has seen him sign to much regarded label Chocolate Industries, home of The Cool Kids, Lady Sovereign among others. In between supporting Kaiser Chiefs, Foals and Mystery Jets on tour he’s thrown his own riotous Midnight Moonstomp in the UK parties to explore the previously unknown middle ground between gig, rave and barbershop.

While finishing his album with co-producer Lexxx (Two Door Cinema Club, Golden Silvers and sidekick of the A-List mixer Mark ‘Spike’ Stent for Kanye West, Radiohead, Madonna), Ben has been busy collaborating and remixing with Little Boots, Kaiser Chiefs, The Streets, Golden Silvers and Cee-Lo. He also managed to squeeze in recording a Cure cover with the Mystery Jets for the NME and re-work La Roux’s ‘Quicksand’ in his own Esser-esque style.

Opening with the drum roll and garage sounds of ‘Leaving Town’, his debut album ‘Braveface’ takes you on a trip through the inner workings of Ben’s mind. Tales of relationship highs and lows are transformed into a feast of musical musings replete with humour, insight and clarity rarely found in a boy of such tender years.

Sounding fresher and more relevant than ever, ‘Braveface’ is an amalgamation of elements of early 90’s pop brilliance and 21st century electronica all underpinned by cleverly employed dubhop and ska beats.

Esser is a musician of our time. He takes a wealth of musical knowledge, influences and experience and produces song after song of pure understated brilliance. No fuss, frivolity or style over substance, Esser simply can and does lead the pack in exciting British music worth celebrating in 2009.

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