



FASHION

2000s

80s

POP

SYNTHS

ACTIVISM

FEMALE
EMPOWERMENT



BACKGROUND

Born and bred in Northern Germany, the artist made her mark in the world of fashion before she picked up a mic and a moniker: After stops in London and Hamburg, the young fashion designer moved on to L.A. and Paris to work for JC de Castelbajac and Jeremy Scott. In love with all things POP for as long as she can remember, she eventually found her true calling once she relocated to Berlin in 2018: FLOSS was born. Five letters – and endless ways to get creative. She'd finally discovered an outlet to channel all those countless inspirations and to up the ante with even more bass, more color, more oomph. According to the singer, FLOSS is essentially a platform and a hub – to finally “live out all aspects of POP: songwriting, videos, live performances, visuals, show-stopping looks, the whole nine,” says the girl boss, who also promotes gender equality with @curatedby-GIRLS and speaks up for Organ Donation with Junge Helden e.V.

FLOSS debut-EP, entitled “6 FL.OZ.”, is out April 16th 2021.

More:
www.floss-official.com

FACTS

- > she has worked with JC de Castelbajac in Paris & Jeremy Scott in L.A.
- > famous German TV host Joko Winterscheidt had a cameo in the „Earth to Santa“ music video (for NGO Junge Helden e.V.)
- > activist for equality & female empowerment (@curatedbyGIRLS)
- > Global Adidas Superstar Campaign Face “Change is a Teamspirit” (2020)
- > Berlin-based, Braunschweig-born
- > DIANA Songwriting Award 2020 (c/o pop)
- > songwriting inspired by Robyn, Katy Perry, Gwen Stefani

PRESS HIGHLIGHTS

MYP-Magazine (Interview), livenachneun (ARD), GALA, Tres-Click, RND, Topshop Blog (UK), Tapage Magazine (FR), The Mellow Music, JWD/Stern.de



VIDEOS

FLOSS LIKE A BOSS



EARTH TO SANTA



WIFI



QUOTES

„Creativity is universal – when I write songs, I start with a mood-board, just like I did in fashion. I only replaced the fabric scraps with words and rhymes but it's still just as conceptual.“

„I'm a very visual thinker and am often inspired by ordinary things and pop culture. I love glorifying it - just like Andy Warhol. That's why you might hear some lyrics about tooth paste or velcro“

DEBUT EP 2021

