

# CHESKA MOORE

Cheska Moore is an alternative pop artist who combines eerie modern soundscapes with unique, mystifying vocals and raw, genuine songwriting. Although a child of the Disney generation, Cheska's music is a hyper-realistic and dark take on the fundamentals of pop music. Rather than being presented with an idealistic view of the world, listeners are taken on a very real journey into the ups and downs of real life. It is a journey that is led by Cheska's charismatic stylings and beautiful yet oddly unsettling instrumentation. Inspired by the likes of Halsey, Sia, Melanie Martinez, Banks and Lana Del Rey, her music is the result of a girl growing up to realise the flaws in the Utopian world that she, and many others, have been led to believe in.

This up and coming artist, who is an alumnus of the Academy of Contemporary Music, began gaining the admiration of hundreds of thousands of music fans after posting a series of popular cover songs on Youtube. A stand-out example is her cover of Alec Benjamin's 'Let Me Down Slowly' which boasts over six million views over various social media platforms. Her signature style of re-inventing existing songs into her own sad 'minor' version has certainly had her noticed by many. Her most notable fan to date is famous singer Rita Ora, who reacted to Cheska's cover of one of her songs as shown in Glamour Magazine, describing the rendition as 'innocent', 'beautiful' and 'vulnerable' and exclaiming 'I can't stop smiling!' Cheska has also worked as a session singer for publishing company Xenomania (Cher, Girls Aloud), where she featured on songs written by Tove Lo & MNEK. Although she enjoys putting her individuality into existing music, Cheska's main endeavour is to become an original recording artist. After feeling alone during her school years and hearing artists such as Kelly Clarkson sing about the darker aspects of life, Cheska's life was changed, and she became determined to become an artist whose music reaches those who need it the most.

Cheska's rare breed of dark, alt-pop is mainly inspired by her own experiences of life. Growing up, she felt like a misfit, often finding solace in the darker side of music. It wasn't until hearing Sia's '1000s Forms of Fear' album that Cheska realised there was a huge market for the melancholic side of her creative output. She is now beginning to make her mark in the industry and her highly anticipated first single 'Boy Who Tried' is about to drop. The epic, electronic dark-pop ballad draws from different genres, for example trip hop, and is inspired by the cinematic soundscapes of the horror genre. Cheska has blended these aspects with sophisticated vocal lines and heartfelt writing to make a modern production.