

# SCARLET PARKE'S NEW SINGLE "PRETEND" IS NO PRETENDER

◆ Noah Garoutte

What a difference a year makes. That sentiment holds just as true for Seattle artist Scarlet Parke as it does for anyone. Less than a year ago her album "Flight Risk" was dubbed "Pop Album of the Summer" by Seattle Times, although the summer ahead comes with new challenges and greater disparity versus any summer to date. There are no handbooks on navigating the music industry amidst a pandemic, but one thing we know for certain is new music gives all of us a much needed dose of happiness injected into our usual quarantine routine. That's why when we were offered a first listen to Scarlet Parkes new single "Pretend", we were giddy like school children.

Scarlet Parkes bold new single about lost love is a trap gem laced with heavy bass and calculated drum sequences. The brief intro subtly reels you in just before Scarlet's enchanting vocals hook listeners and jump-starts her story of missed connections

and possible reunion. The chorus is crisp and catchy, leaving you humming the melody hours after listening. The "I hope we meet again" clever repetition pre-chorus packages the underlying message and delivers it in a cohesive way to the audience. Budding producer Jake Crocker checks all the boxes for a hit song in our current musical landscape, and does an excellent job of complementing Parkes voice and sound without straying from her identity as an artist.

Parkes writing has progressed over the years, and this single feels like a culmination of that progress along with sourcing a sound that

translates to a broader audience. Scarlet the storyteller has rarely left much to be desired, that being said the evolution has been interesting to track over the past 4 years. Her versatility is also on display as she shows her ability to finesse her voice with more reinforced singing, or provide more abrupt dialogue with rhymes. This ability plays off the Crocker production exquisitely.



Scarlet Parke has been revered as a local Tastemaker by our own publication, but we believe she is also on the precipice of becoming the "next thing" on the west coast music scene. Previous songs like "Anxious" and "Luna" compound her resume, as her vault of quality music seemingly grows by the day with no signs of stopping. Refinery29 (female lifestyle platform) labelled her a "Need to Know Artist", and we can't help but agree. Especially given her ability to execute not only in the recording booth, but behind a lens and transcending her creative vision into each one of her music videos.



**THE CHORUS IS CRISP AND CATCHY, LEAVING YOU HUMMING THE MELODY HOURS AFTER LISTENING.**



With elite talent like Travis Thompson and Macklemore nestled in our own backyard signed to major labels, the Seattle music scene has become a hotbed of sorts for major R&B talent scouts. We have to believe if "Pretend" is the sound Scarlet Parke will be cultivating moving forward, we will likely see her name in lights across the country sooner than later. One also wonders given the future success of this single, when we may see an encore with a captivating music video to go with it. Oh well, we'll just keep humming the hook until then.

***"Driven by an inexorable force to create, persevere, and grow through her trauma, Scarlet's music will make you feel every feeling."*** - PRESS RELEASE