

ABOUT

The eclectic musical duo **HI FASHION** first crossed paths on the dance floor of a gay bar. **Rick Gradone** thought **Jen DM** was a guy and approached her with the intention of picking her up. After chatting and discovering their love of music and that they were both queer, a friendship began. Jen invited him to perform with her for a Pixies tribute night she organized as a benefit for a LA charity organization. Once he heard her powerhouse voice, he was instantly obsessed with working with her. He asked her to make a project with him to which she promptly said, "NO." Undaunted, he wrote 3 tracks and sent them to her asking if she would listen to them. They have been working together ever since and one of those songs became the basis of "AMAZING!"

Described by Jen DM as an "all sensory take-over," the live show combines dancers, video, and experimental performance to blur the line between spectator and performer and offer audiences an opportunity for a visceral and primal experience. An essential part of the experience is created by the efforts of choreographer **Danny Dolan** and the production and organization of **Lou Becker**. Part of the aesthetic is formed by finding dancers and non-dancers from the cities in which the performances happen and tailoring those performances to the spaces in which they happen. Dancers learn choreography remotely through Youtube tutorials created by Danny and Lou, and rehearsals happen when the whole company is together before the show. This has created an international community of friends and collaborators and adds to the sense of volume and involvement on stage.

HI FASHION's eclectic blend of electronic dance-pop draws comparison to the likes of Scissor Sisters, Grace Jones, and Peaches. The track "AMAZING!" was released as a single in 2010, along with two remixes by Jesse Rogg of Sam Sparro and Black Cloud. Their debut EP **Sprechen Sie Hi Fashion?** was released in 2011 and received praise internationally in the blogosphere. Videos from this album have been featured on Perez Hilton, Gangster Says Relax, New Now Next, Out Magazine, The Advocate, and OpeningCeremony.com and numerous others. Tracks from this album have been used in various shows for VH1 and films including Darren Stein's **GBF** Their track, 'AMAZING!' also appears on a compilation of Perez Hilton's favorite new bands entitled "Pop-Up! #1". Their new e.p. **You Are Gorgeous** will release in the summer of 2013.