



isobella
akasha cd
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clairecords / space station 121
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Clairecords is proud to present an astonishing debut album from *Isobella*. This is a co-release with the upcoming label **Spacestation 121**. *Isobella* has already made waves in the internet community. Via word of mouth, their mp3's posted at <http://www.mp3.com/akasha> have garnered so much attention that the band's songs have remained in the top 30 of the shoegazer category for the past several months straight. The dreampop community is definitely abuzz.

In March of 1998 the first ingredients of *Isobella*, Heath & Shane, found themselves boiling in a pot of musical experimentation in the warehouse district of Tampa, Florida. Over the next 3 months, through friendly conversation and shared musical interest, Brad & Laura helped complete the recipe, and the saga began. Learning to fuse their individual elements and define the sound that only these four people could've given birth to... "Akasha" was born.

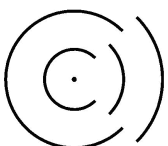
Over the next year and a half they spent their Sunday evenings writing and dissolving songs, sporadically playing shows at mostly now defunct venues under the alias "Akasha". Meandering in and out a wall of sound which fluctuates through a spectrum of post-shoegaze dreampop, these four have sprouted from the seeds of a *Pale Saints*-ish, *Slowdive*-y, *Stereolab* hybrid conifer, their lush shimmering guitars often being compared to that of *My Bloody Valentine*.

Perpetually maturing and ebullient with material, they decided to go into the studio and record their first album's worth of songs in October of 1999, shortly after which, Heath decided to part ways and concentrate on his other project, *Versailles*. Faced with this new challenge, Brad, Shane and Laura decided to persevere, and began implementing the use of a drum machine, affectionately referred to as the "Heathotron". The "Heathotron" managed to appear on a few songs from the album, which include "Black Hair, Green Eyes", and "Ozreal".

The new line up also brought forth a new name, *Isobella*, and a new motivation towards attaining musical zenith, which still continues. *Isobella* are already at work on their second album by writing a multitude of new songs, and they are currently planning a potential east-coast tour of the US.

Promotion: Promotional copies sent to over 200 national and international fanzines, magazines and radio stations. Extensive coverage of many college radio stations in the US, as well as a handful in such exotic locations as Russia, France and Peru. Nice large advertisements prominently displayed in Magnet among other zines and magazines.

Distribution: Darla, Carrot Top, Parasol, Melody Bar (UK), Mind the Gap (Germany), Insound (NYC), and many independent record stores and mailorders 'round the world.



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