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MusicRowPics: Bailey Bryan Releases Vertical Video For Debut Single

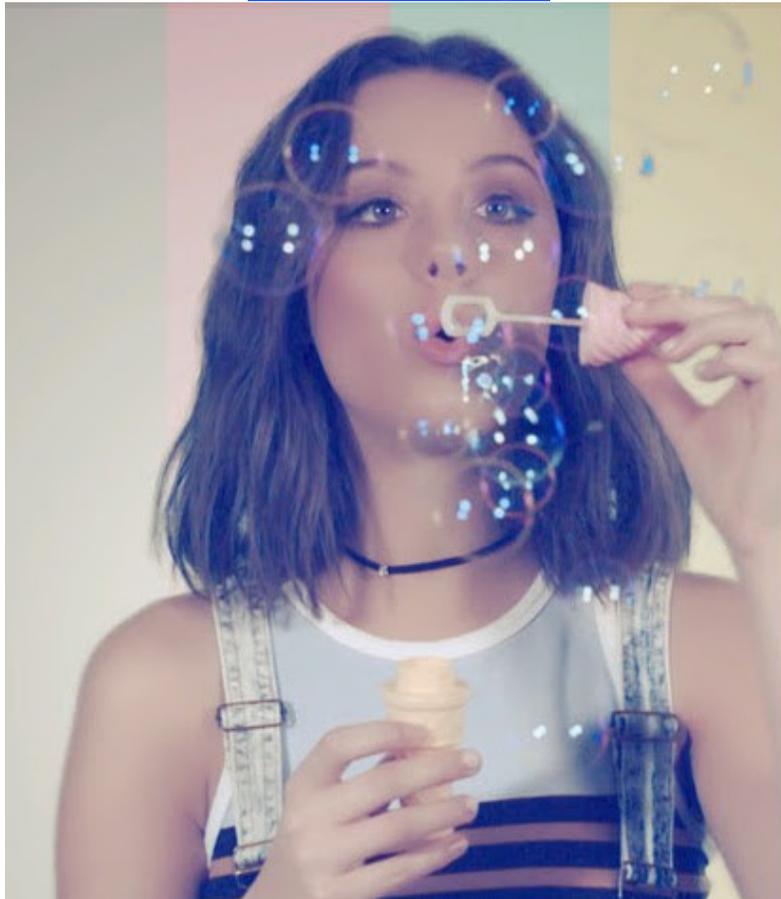
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Jessica Nicholson • January 5, 2017 •

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Bailey Bryan is on a mission to share her truest self with the world, and to encourage other young people to feel the freedom to do the same. Today (Jan. 5), the 18-year-old singer-

songwriter revealed the video for her debut single “Own It.” The peppy musical confection aims to inspire listeners to accept their quirks and idiosyncrasies.

“I walked in with literally just a list of things about myself...things I liked, things I didn’t like, things I was trying to come to terms with,” Bryan says of the songwriting process. “Like, I wear Converse a lot, I don’t like to stay up too late. The song became about things I needed to hear, like, ‘I’m a beautiful mess,’ and ‘I don’t care what they say.’ It’s not always easy to live your life that way. So, that’s part of the reason I’m happy it’s my first single, because that’s what I get to sing over and over again, and a lot of times I’m singing it to myself.”

The just-released video for “Own It,” produced by Green Shoe Studios, captures her generation’s affinity for all things mobile and digital, and is infused with images of smartphones, chat messages, voice memos and more. The clip was shot vertically, and designed to be optimally viewed on mobile devices. Staying true to the song’s message, Bryan has encouraged fans to share their personal “own it” stories on social media, where she regularly shares her own day-to-day victories and struggles.

The Washington native has resided in Nashville for little more than a year, after moving to Music City with her mother, father, and younger brother. Though her family has returned to their home state, she calls them her biggest supporters.

“There is no way I could do this without them,” says Bryan.

Bryan has quickly assembled a team of professionals, inking a joint venture with 300 Entertainment and Warner Music Nashville, as well as working with The GreenRoom and Kompass Music Publishing.

Bryan recently visited the MusicRow offices, where she previewed tracks including “Own It” and “Deja Vu,” as well as “After All,” which she wrote at age 14.

Bryan is one of three artists nominated for the 2017 Grammy Artist of Tomorrow, with a ringing endorsement from Lady Antebellum member Hillary Scott. Fans can vote for the honor through Feb. 8.

