



LUCID.

LUCID PUBLICITY IS A LONDON-BASED COMMUNICATIONS AGENCY THAT WORKS WITH A GLOBAL NETWORK OF TALENT, CREATIVES AND EDITORS TO SPAN THE MUSIC, FASHION, AND BRAND LANDSCAPES.

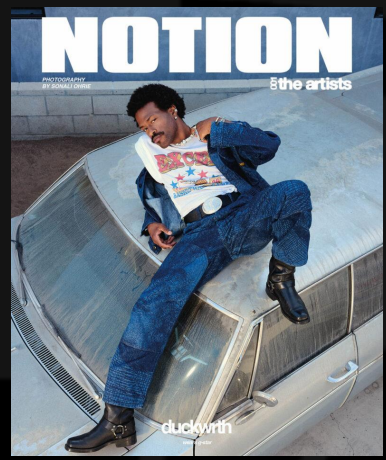
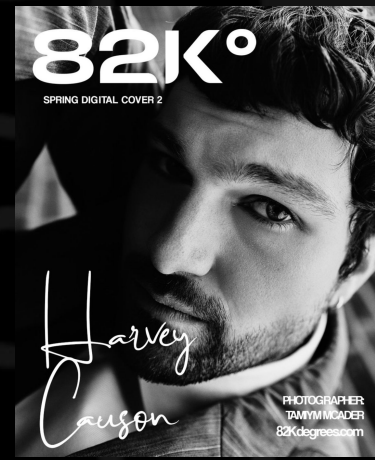
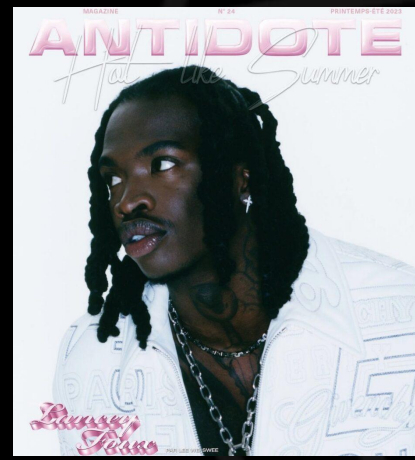
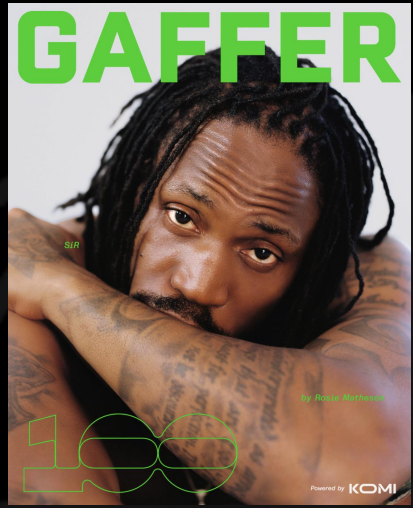
BASED IN HOXTON, EAST LONDON, LUCID IS A HIGHLY-REGARDED AGENCY WITH OVER A DECADE OF EXPERIENCE IN THE FIELD. OFFERING A CREATIVE APPROACH SERVICE SPANNING PRINT AND ONLINE PRESS, THIRD-PARTY PLAYLISTS AND CREATIVE BRAND WORK, EACH CAMPAIGN IS TAKEN ON WITH A STRICTLY PERSONALISED APPROACH TO THE ARTIST, IMPLEMENTING A CREATIVE CALL WITH EACH CLIENT TO IDENTIFY INDIVIDUAL CULTURAL TOUCHPOINTS AND USPS BEFORE IMPLEMENTING CURATED STRATEGIES AND OUR CREATIVE NETWORKS TO AMPLIFY THE MOST IMPORTANT ARTISTS AND RISING TALENT IN POP AND UNDERGROUND CULTURE.

WE ARE WELL KNOWN AND RESPECTED FOR OUR TRANSPARENT APPROACH AND LEVEL OF COMMUNICATION ENSURING WE ARE ALWAYS WORKING INCREDIBLY CLOSE WITH OUR ROSTER ACROSS ALL ASPECTS EACH CAMPAIGN.

OUR BRAND WORK VIA OUR IN-HOUSE CREATIVE AGENCY LUCID STUDIO. SPANS TALENT SEEDING, CREATIVE ARTIST X BRAND ACTIVATIONS AND LONDON/PARIS FASHION WEEK ATTENDANCES, DJ BOOKINGS AND SPECIAL PROJECTS.

CURRENT ROSTER [HERE](#)

RECENT HIGHLIGHTS [HERE](#)





BETTER MEN STYLE CULTURE

How Romain Gavras, Gener8ion and Yung Lean Made The Video (So Far) of the Year with “Storm”



Exclusive images from the set of GENER8ION's *STORM*, starring Yung Lean



Yung Lean stars in new Romain Gavras short film ‘Storm’

DAZED



EXCLUSIVE PICS FROM YUNG LEAN AND GENER8ION'S “STORM” VIDEO WITH ROMAIN GAVRAS



Pitchfork

SUBSCRIBE

NEWS

Yung Lean Debuts New Music in Short Film *Storm* Pt. I & II

The Swedish rapper heads back to school in the short directed by Romain Gavras



FADER

MUSIC / HIP-HOP

Yung Lean is pure chaos in “STORM” by GENER8ION



VICE

SUBSCRIBE NEWSLETTER

Music

Yung Lean Getting ‘Goat’ Praise for Viral Video Short Film With ‘Masterpiece’ Choreography



EVERY STILL WE’D FRAME FROM GENER8ION’S AND YUNG LEAN’S ‘STORM’ VIDEO

NOTION

GENER8ION - STORM starring Yung Lean



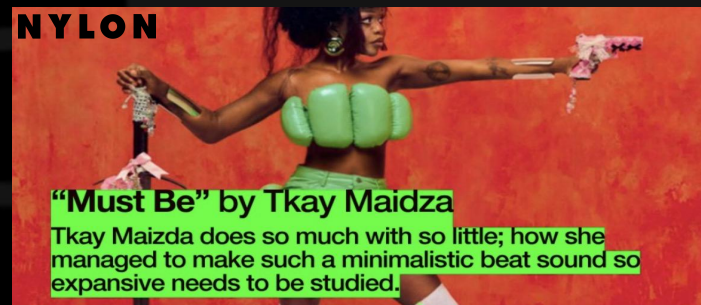
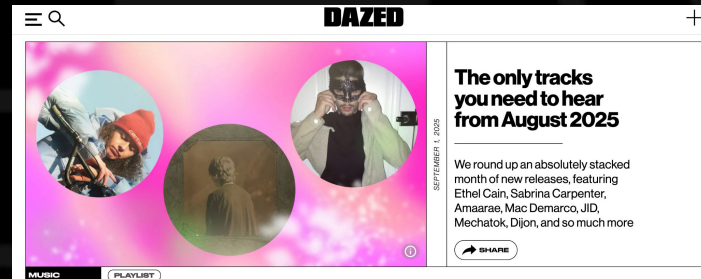
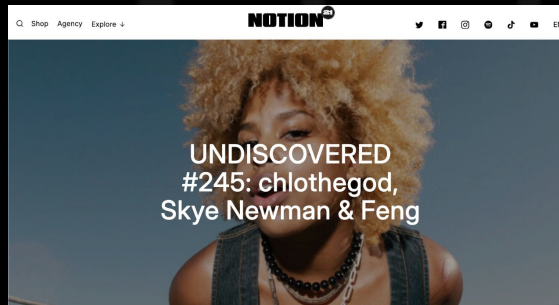
GENER8ION

YouTube play button icon



YUNG LEAN STARS IN GENER8ION'S EXPLOSIVE DOUBLE SINGLE AND FILM

DIRECTED BY ROMAIN GAVRAS



OUR CREATIVE BRAND AGENCY, LUCID STUDIO, WAS FORMED TO HELP ESTABLISH MEANINGFUL RELATIONSHIPS AND DIALOGUE BETWEEN ARTISTS AND THE BRANDS THEY LOVE. LUCID STUDIO HAS RECENTLY DELIVERED EXCLUSIVE ARTIST COLLABORATIONS AND ACTIVATIONS WITH THE LIKES OF CHAMPION, NIKE, SALOMON, AND BAPE.

OUR STRONG RELATIONSHIPS IN THE BRAND LANDSCAPE HAVE SEEN US SECURE ARTIST SEEDING FROM THE LIKES OF BURBERRY, AIMÉ LEON DORE, CHOPOVA LOWENA, LEVI'S, PEACHY DEN, BILLIONAIRE BOYS CLUB, NICHOLAS DALEY, GOODHOOD, DIESEL, NEW ERA, ARTE ANTWERP, WALES BONNER, NEEDLES, CONVERSE, KIDSUPER, THE NORTH FACE, EDWIN, ADIDAS, PUMA, DR. MARTENS, JUICY COUTURE, AND MORE.

- BRAND ACTIVATIONS
- TALENT SEEDING
- FASHION WEEK PROJECTS
- DJ BOOKINGS



Public Playlist

HOT NEW SONGS

Rolling Stone UK's Hot New Songs

Every Friday, the Rolling Stone UK team picks the best new British and Irish...

Rolling Stone UK • 153 saves • 100 songs, 5 hr 27 min

5 **No Choice** MLizzy No Choice 2:31

Public Playlist

NME's New Bangers

The best new music from across the globe, curated by NME's New Music Team

NME • 11,948 likes • 16 songs, 48 min 2 sec

1 **Cutlery** AntsLive Cutlery 3:05

Public Playlist

UK Rap: Freeflow

Bringing you all the freshest cuts from the UK Rap realm. Cover: Jim Legxcy.

CLASH • 215 saves • 70 songs, 3 hr 8 min

7 **Rebel** MLizzy Rebel 2:56

Public Playlist

The Eh! List — by Exclaim!

The best new songs from Canadian artists, as selected by exclaim.ca (updated every Friday)

Exclaim! • 5,020 saves • 1 song, 2 min 16 sec

1 **American Apparel** Every Day Home American Apparel 6 days ago 2:16

Public Playlist

3RR: The Best New Music

Welcome to 3RR - a rolling playlist of the best new music curated and updated every week by Crack Magazine.

Crack Magazine • 6,206 likes • 1 song, 2 min 23 sec

1 **The Shifoum Project** Keep(Real)Dear, Tashah Ruby, S... 2 days ago 2:03

Public Playlist

Rated by The Face

Playlist cover: Olivia Rodrigo

The Face • 1,006 likes • 1 song, 2 min 7 sec

1 **METAMORPHIN** METAMORPHIN 2 days ago 2:07

Public Playlist

NEXT HYPE: THE BEST NEW MUSIC

The best new music from independent artists. Updated weekly by DMY. Cover: Jim Legxacy

DMY • 5,700 saves • 35 songs, about 1hr 45 min

4 **Tropical Storm** Tara Lily, King Krule Tropical Storm 38 minutes ago 3:50

Public Playlist

Spindle Selects: Tracks of The Week

The best new sounds from the last 7 days

spindlemagazine • 148 saves • 132 songs, about 6 hr 30 min

1 **If I Lose** JBEE, Kidwild If I Lose 11 hours ago

Public Playlist

NOTION: UNDISCOVERED

NOTION: UNDISCOVERED Powered by TuneCore UK is a weekly playlist sharing sharing NOTION's...

NOTION • 3,282 saves • 50 songs, 2 hr 41 min

1 **I'm not mad** Tia Gordon wait! i have something to say. x 5 days ago 3:37

Public Playlist

PLAY: all the best tracks from this New Music Friday

The best new bangers, updated every Friday. Cover: Say Now. Read the full cover feature.

Dork • 1,074 saves • 62 songs, 3 hr 36 min

49 **Dionysus** Matilda Cole Pomegranate 3:23

Public Playlist

Best Of The Week

Hot off the press and freshly curated for you, Noctis Magazine presents the best...

Noctis Magazine • 658 saves • 31 songs, 1 hr 34 min

11 **Serenity** TABLE, Kaesu Serenity 3:20

Add to playlist: the Guardian's favou

Preview Guardian Music

Save on Spotify

7 **If I Lose** JBEE, Kidwild 02:35

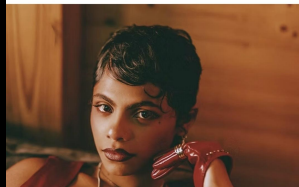


NEW WAVE MAG



Jack Shephard

First Listen: Mary Ann Alexander's 'Better Than This'



STORIES ABOUT

TRENCH

ARCHIVE



LORD APEX CONTINUES HIS LONG-RUNNING SAGA WITH 'SMOKE SESSIONS 4'



Artists

Genre

Read

Videos

panicbaby is Making Weird Girl Internet Music and her Debut EP "f u jonathan" is Living Proof



Glamcult

Lilyisthatyou wishes for 3 things: a billboard #1, a sold out world tour, and happiness

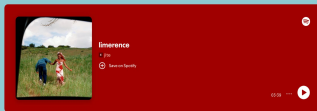
Lilyisthatyou just dropped her all-hits EP, and we can't get it out of our head.



The Agency: Agency

NOTION

"Innecence" by Jte



Numéro



Who is Duckwrth



CLASH

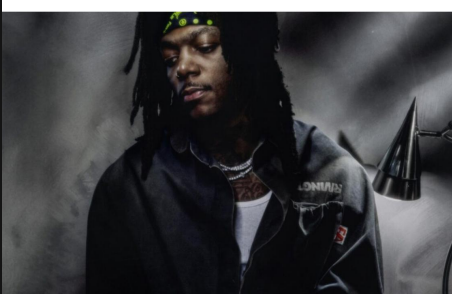


sounds mint Shine On New EP 'One Day We'll Make It Out Of Here, 'Til Then'

The four-piece are marking their mark...



THE LINE of BEST FIT



JID surprise drops GDLU (Prelude) mixtape featuring Eminem, Lil Yachty, and 6lack



Meet The MC: Meduulla



CRACK



Rising: **Downtown Kayoto** is finding power in vulnerability



Wonderland



SOUNDS MINT ARE ON REPEAT

London four-piece sounds mint share the eclectic variety of music that inspired their statement debut EP, "One Day We'll Make It Out Of Here, 'Til Then;"



DAZED



SamRecks is the hardest working artist in UK hip hop

The south London rapper opens up about his superhuman work ethic, and shares the creative process behind his hypnotic new EP *Easier* said than done



Numéro

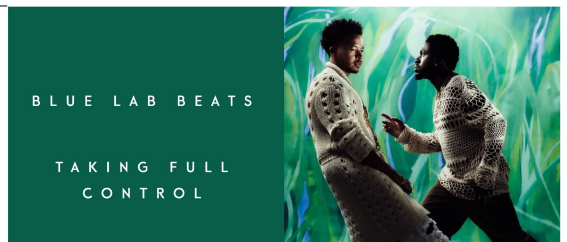


IN CONVERSATION WITH HARVEY CAUSON



METAL

Blue Lab Beats - Taking Full Control Words by David Atkinson



tmrw



TRUMAN ON "TELL HIM"
HONESTY, VULNERABILITY & THE ART OF MASKING



CLASH

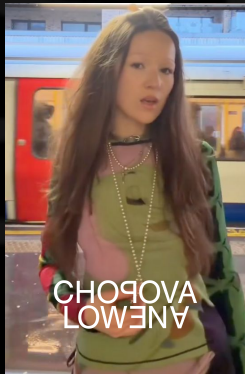


Next Wave #1169: Ellie Allen



FRESH FACE
ZOE'S SHANGHAI

TALENT SEEDING & GIFTING



PART OF WHAT MAKES LUCID PUBLICITY UNIQUE IN THE LANDSCAPE IS OUR COMMITMENT TO THE UNIQUE CREATIVE OFFERING OF EACH ARTIST.

ONCE AN ARTIST IS ONBOARDED WITH US, WE PUT TOGETHER A CREATIVE CALL - TO UNDERSTAND THEIR UNIQUE TOUCHPOINTS AND USPS DIRECTLY FROM THEM: THEIR HOBBIES, INTERESTS, MUSICAL TOUCHPOINTS, CULTURAL TOUCHPOINTS, BRANDS THEY LIKE, BRANDS THEY'D LIKE TO HAVE RELATIONSHIPS WITH LONG-TERM.

WE THEN BRAINSTORM BESPOKE CREATIVE IDEAS AROUND WHAT HAS BEEN IDENTIFIED, SIGN THEM OFF AND IMPLEMENT THEM INTO THE PITCHING CAMPAIGN - MAKING FOR A MORE PERSONALISED, AUTHENTIC, AND THOUGHTFUL OFFERING TO A KEY PUBLICATION OR BRAND AND ONE THAT REPRESENTS THE ARTIST IN A MEANINGFUL WAY.

WITH OUR EXPERIENCE IN THE CREATIVE LANDSCAPE, WE ARE ALSO ABLE TO ADVISE ON RELEVANT PHOTOGRAPHERS, STYLISTS, AND CONTENT CREATORS TO HELP OUR ARTISTS PRODUCE THE BEST VISUAL ASSETS POSSIBLE WITHIN THEIR RESPECTIVE BUDGETS - THE MOST IMPORTANT ASPECTS OF AN ARTISTS' PROPOSITION AFTER THE MUSIC IN TODAY'S HYPER-COMPETITIVE LANDSCAPE.



ANY QUESTIONS?

PLEASE DIRECT THEM TO

ACCOUNTS@LUCIDPUBLICITY.COM

