

UP NEXT - ELFI



On the release day of her debut EP, *Bitter into Glitter*, Rory Williams sat down with Elfi for an exclusive interview all about her journey to becoming the sparkliest new artist in London.

I'm sat across from Elfi inside her favourite South London coffee shop, my mind is racing with questions about her EP, [Bitter into Glitter](#), having listened to it on repeat since its midnight release earlier today. I'm unsure where to begin, but I break the ice by noticing her nails, painted with glitter ready for her EP release gig tomorrow. Even though I've known Elfi for a while, her attention to detail always strikes me.

Ultimately, that's what makes her and her project incredibly special - she has put as much care as humanly possible into these songs and her brand.

Opening up the conversation about her EP, I remark that one of the first things I noticed was the spiritual themes throughout. "This is no coincidence", she says, "It's been a big influence on the project." Most who follow Elfi know that she originally had a career in marketing, but quit her job to follow her dreams of being a singer:

"When I realised I wanted to go into music instead of corporate business, I was on a yoga retreat... I guess that's quite spiritual."

The theme ranges from, a discussion on star signs in [Scorpio Rising](#), to past lives in [Running Wild](#). It even influenced the production - all by ACM students Theo, Ella and Uriel - with Elfi's keyword being "whimsical".

As for the EP's beginnings, Elfi wrote each song alone on her piano, detailing most songs are "impulsive" rather than directly planned for the project. [New Year's Eve](#) was the first song written for the project, and the first song Elfi ever finished.

"I always thought New Year's Eve would never be on the record... Until I started performing it live... It became a fan favourite."

It's a similar story with Running Wild, which became one of the EP's singles but wasn't originally one of Elfi's picks for the final tracklist. However, when she played it to her sister, she became incredibly emotional, convincing Elfi it had to have its place on the EP. Bitter into Glitter was also originally doubted, which Elfi can't believe now, since her whole band loves the EP's upbeat track.

As a whole, Elfi's entire brand and EP is a product of her life - the openness and honesty from her Dutch upbringing, to moving to London alone and writing in solitude.

Elfi, what's next? Without giving too much away, she's excited to crack open the next project, which is something I'll be looking out for. For now, Elfi's gearing up to put on a show, sparkles and all, and enjoy the hard work she's put into her amazing EP.

Follow [Elfi](#) on Instagram.

Tell us your thoughts: thebuzz@acm.ac.uk

