Rosalía

“Her first US media cover was The Fader magazine – by design. We wanted it to be a very cool, credible first cover before we went more mainstream. They were one of the first cover before we went more mainstream. They were one of the early adopters covering her Los Angeles project, gave her significant space online, before she even released [lead single] Malamente. The media coverage expanded as she was picked up by Pitchfork, New York Times, Billboard and Elle.”

She continues: “José María Barbat and Afo Verde signed her out of Sony Spain and then we up-streamed her to Columbia US after the El Mal Querer album cycle.

“Rosalía was a huge star in Spain when we signed her, and she was already developing around the world. Our primary focus at first was building her US footprint, both through press and US Latin radio. Through a series of small underplays in key markets we generated extraordinary buzz amongst key tastemakers and industry leaders. We were able to help her garner major opportunities and visibility in the United States quickly.

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She stresses that Rosalía sets the tone when it comes to her campaign and the agenda when it comes to her career – with Columbia her partner in making things happen. “Rosalía has a very specific vision for her creative, from fonts to choreography, and we have worked in sync with her to continue curating her artistry.

“She is one of the rare artists who is able to seamlessly balance her offline presence with her digital one. She takes what she does at her shows and her daily life and makes it easily palatable. Our digital team has been able to work with all of our partners (YouTube, Instagram, Twitter, etc.) to invest in her success early on, because she and her team are collaborative when it comes to using the platforms, but without ever compromising her artistic vision.

“We secured support with YouTube Premieres’ for her videos, on playlisting, and social support – these results are apparent when you look the performance of Con Altura (featuring J Balvin), which currently has over one billion views – as well as clocking up 2.6 million sales worldwide.”

Last year Rosalía played at festivals including Lollapalooza, Glastonbury, Coachella and Primavera and followed up Con Altura with three more singles, including Yo x Ti, Tu x Mi, a collaboration with another Sony-signed artist, Puerto Rican reggaeton star, Ozuna.

Looking to the future, Mallory says: “Rosalía will continue to innovate and find new ways to fuse genres and work with new collaborators. There are lots of exciting opportunities coming her way as she continues to find partners and supporters that will help spread her artistic vision.”