

FLO MILLI, KING PRINCESS, JVKE, 070 SHAKE, JOCKSTRAP, GENESIS OWUSU & BLU DETIGER AMONG ARTISTS FEATURED ON C23 MIXTAPE

BOSE x NME REBOOT SEMINAL C-SERIES WITH 15 EXCLUSIVE TRACK COMPILATION + C23 LIVE SXSW SHOWCASE AT INN CAHOOTS

LISTEN TO KING PRINCESS' "THE BEND" NOW

Today, **NME** and **Bose** are thrilled to announce the full tracklist of the forthcoming C23 mixtape, leading with an exclusive **King Princess** single and the lineup for their C23 Live showcase at South by Southwest® (SXSW®). Set to be released on March 15 on digital and cassette, C23 is inspired by the influential C86 compilation that launched the careers of many era-defining artists, and will serve as a who's who of today's most exciting new talent across multiple genres. Following the album release, the C23 Live showcase at SXSW on March 16 will be an iconic musical moment in 2023, and the ultimate way to experience select artists from the C23 mixtape.

The mixtape features exclusive, previously unreleased tracks from **King Princess**, **070 Shake**, US top-10 hitmaker **JVKE**, critically acclaimed **Jockstrap**, **Genesis Owusu**, US rapper **Flo Milli** and London Grammar's **Dot Major**, debuting his solo electronic material. The 15 artists that make up the release have been curated by Bose and NME to represent a vital snapshot of new and cutting-edge sounds in 2023. King Princess' hypnotising new C23 track, "The Bend", is out now and truly exemplifies the boldness of the mixtape.

[Listen to "The Bend"](#)

Thomas Smith, Commissioning Editor (Music), says: "The hunt for new music has kept *NME* and its readers busy for the past 70 years, and that feeling of discovering an emerging artist still defining their story never gets old. The return of the C-Series is a fantastic opportunity for Bose and *NME* to showcase rising names from across the globe, each of which are refining their craft and keeping music exciting.

I'm thrilled to be kicking off the C23 release with King Princess' entry 'The Bend'. She's an artist that remains on the rise, one that's already made a noticeable mark in her scene and beyond, and is no doubt eager to continue pushing her name and sound forward. This is the first of many great tracks from the mixtape we're buzzing to share with the engaged, open-minded listeners that make up *NME's* readership."

Artists performing at the Bose x NME C23 Live showcase at SXSW on March 16 at Inn Cahoots include: **JVKE**, **070 Shake**, **Flo Milli**, **RenForShort**, **MICHELLE**, **Blu DeTiger**, **Genesis Owusu** and **Jockstrap**.

The showcase is set to be a defining moment of SXSW: a selection of some of the most exciting and unique artists in the world, uniting to launch an era-defining mixtape during the largest new music event of the year.

Jim Mollica, CMO at Bose, says: “Bose is excited to work with NME to bring the C23 mixtape to life at our SXSW showcase. We set out with the purpose of bringing influential and emerging artists back to the forefront of the music scene – and this lineup promises to do just that. SXSW has become an essential destination for so many aspects of culture, but at its core it remains a music festival and one of the most important stages in the world for new music. The C23 showcase is in celebration of that, and we’re looking forward to bringing together the devoted music lovers of SXSW to experience it.”

C23 Mixtape Tracklist

1. King Princess - The Bend
2. Genesis Owusu - Hole Heart
3. Blu DeTiger - Lipstick
4. Flo Milli - Einstein
5. Dot Major - Hideaway
6. MICHELLE - The Peach
7. Jockstrap - Concrete Over Water (C23 Remix)
8. 070 Shake - Reset
9. RenForShort - Bebe
10. JVKE - Golden Hour (Orchestral)
11. Chloe Moriondo - Killbot
12. Danielle Ponder - Spiralling
13. Weval - Unstoppable
14. FelixThe1st - I Swear
15. Half.Alive - Beige

C23 Live SXSW Showcase Lineup

RenForShort
MICHELLE
Blu DeTiger
Danielle Ponder
JVKE
Genesis Owusu
070 Shake
Jockstrap
Flo Milli

About NME

Launched in London, UK, in 1952 as the New Musical Express, NME has grown into a global media powerhouse that creates and curates content, products and experiences essential to fans of music and pop culture today. NME brings together the best writers and photographers to provide a multi-platform editorial offering that is at the bleeding edge of what matters most across the globe — be it music, film, TV or gaming. Intent on shining a spotlight on the artists and stories coming out of the world’s most compelling music

scenes via NME.com, NME also has dedicated editions for Australia and Asia, using its distinctive voice and point of view to champion and celebrate established and emerging homegrown talent.

NME is part of NME Networks, a next generation media company that views the wider world of pop culture through the lens of music and also includes leading brands Guitar.com, MusicTech and Uncut. NME Networks has operations in the UK, USA, Singapore and Australia.

NME.com

About Bose

Bose is world renowned for its premium audio solutions for the home, on the go, and in the car. Since its founding in 1964 by Dr. Amar Bose, the company has been dedicated to delivering amazing sound experiences through innovation. And its passionate employees — engineers, researchers, music fanatics, and dreamers — have remained committed to the belief that sound is the most powerful force on earth; its ability to transform, transport, and make us feel alive. For nearly 60 years, this belief has driven us to create products that have become iconic, changing the way people listen to music.