

the charade



street date:

June 7, 2005

cd#: SKIP002

file under:

Swedish pop

track listing:

1. * Monday Morning
2. What Do You See in Me?
3. * Night Time Confession
4. Stories Remain Untold
5. Lying on my Couch
6. When Trouble Comes Our Way
7. On the Bar
8. The Saddest Story Ever Told
9. The Sun is Gonna Shine on You ... and Me
10. It's Summer Again
11. Stockholm January 2005

* focus tracks

The Charade brings a relentlessly catchy brand of genius pop that only the Swedish can dream up, proving, **the best is yet to come**. Their first release has all the prerequisites of catchy pop from Sweden; beautiful layerings of angelic vocals from Ingela Matsson backed up by the intricate arrangements and keyboards of husband Mikael Matsson. The legendary Magnus Karlsson brings this trio down to earth, grounding the sweet pop sounds with jangly guitar.

Karlsson honed his skills as the guitarist for the **Happydeadmen**, who combined the sounds of the **Housemartins** and **The Smiths** to become one of Sweden's first indie pop bands in 1988. Their fresh and crisp sound paved the way for bands like **The Cardigans**, **Popsicle**, **St. Etienne** and 1990s pop in Sweden.

Mikael came of age musically through the "boy-girl jangle pop perfection" of **Red Sleeping Beauty** in the 1990s and later perfected his style in the **Shermans**, where love bloomed with singer Ingela. Mikael and Ingela Matsson bring their brand of sunny pop to a new level, showing growth and honesty as they relax into domestic bliss.

The Charade culls from the past for inspiration, paying tribute to the sounds of 60s girl groups and pop hits from The Ronettes, The Byrds and The Carpenters. Matsson's samplings and digital programming brings their sound into the 21st century. The Charade will keep your player on your repeat, with jangly and melodic pop hits that will lift your spirit.

For fans of:

Swedish pop, Red Sleeping Beauty, Happydeadmen, the Shermans, Acid House Kings, The Aislars Set, The Cardigans, Club 8...

Reviews:

"**pure pop magic** and the chorus is one of the best I've heard so far this year ... it's jangle-pop perfection many times over." *Common Paper*

"The teaser clip "**Monday Morning**" from the upcoming debut album from Swedish popsters the Charade remains true to its' members roots by crafting **heartfelt winsomeness to pure pop bliss.**" *Indiespinzone.com*

"brisk and breezy, capturing strolls on sunny days cut into by bitter cold. Sugar sweetness drips from their steady jangle pop, which **owes as much to the 60s as to the ubiquitous C80s**" *Vanity Project Fanzine*

#1 on the Top Ten CDs for May, 2005 *Dagger Zine*

"WOW" *Le Manchester*

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