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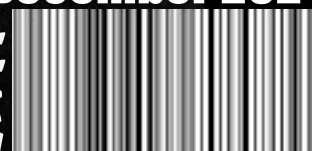
UPCOMING
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One Direction

Jessica B
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SZA

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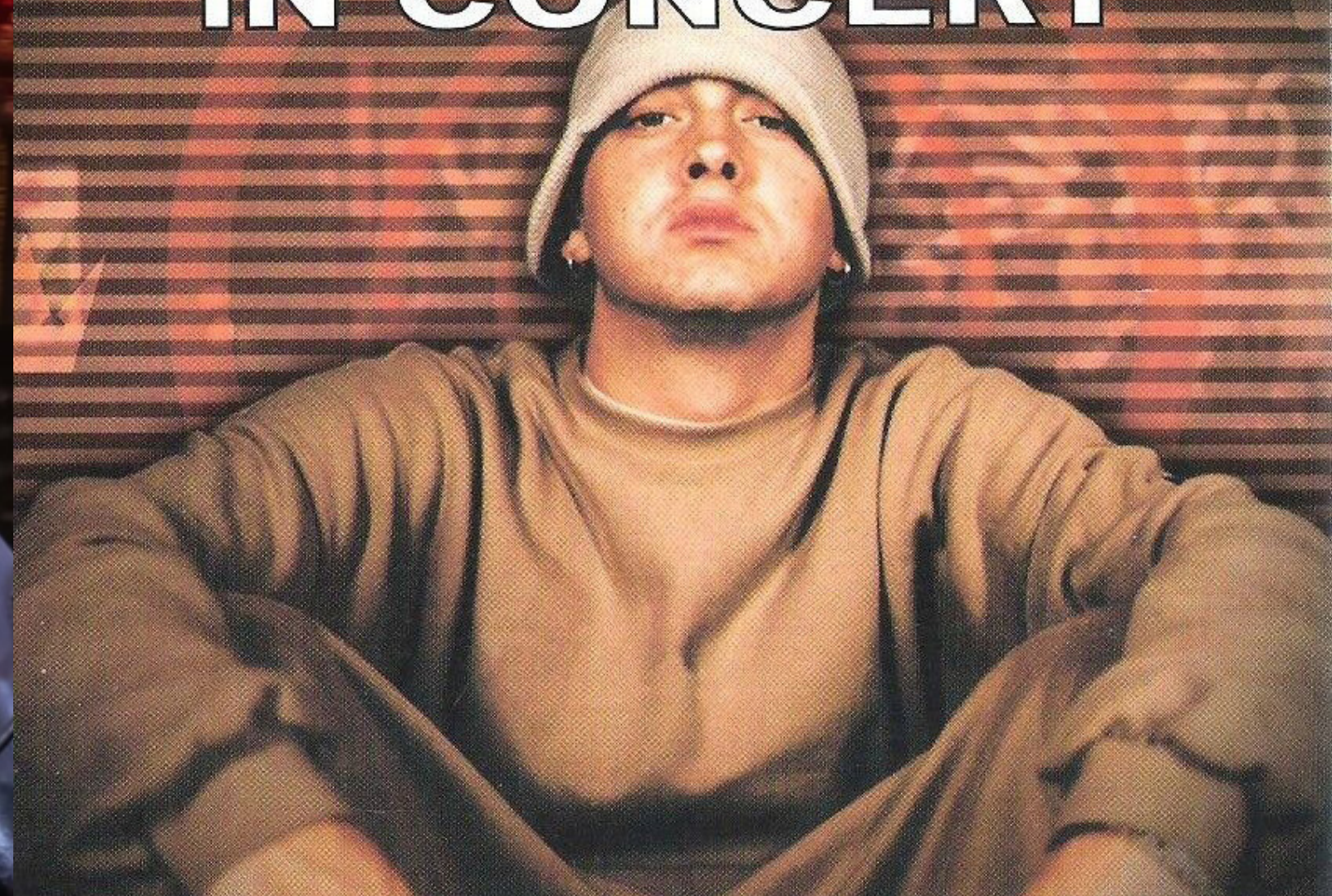
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BROKEN & BACK TOGETHER ?

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Jessica B

Will she ever sing again?

Pulse have been looking behind the scenes of Jess B's current notoriety. As this year's brand new mega star, we thought you would like to find out a little more about her humble beginnings and meteoric rise up the charts.

'When words fail music speaks'

Jessica B

INSTANT CLAIM TO FAME

Starting out

Jess was first recognized because of her talent and gift with music in 2024 when her debut song was released but she has been in the spotlight throughout her life. She had always loved to sing but never had the courage to make something more of her talent. However, there was a moment when she said to herself, to 'just go for it' and 'to just do it' and this is exactly what she did and Charge It became an instant number 1 hit. Taking only 3 weeks to write, produce and record it was posted on February the 13th 2024.

And this is when her future changed. In the first couple of days she did not check her views or downloads as she strongly sensed it would be a failure. But little did she know, over the next couple of days her views spiked and her song became the most streamed song on Spotify that week. This was followed by Charge It, charging up the charts to reach the number 1 slot.

Childhood

Jess had a stable upbringing, born on May the 1st 2006 in South London, she lived in the same apartment all her life. She was brought up only by her mother because her father sadly died when she was young. Her mother was her inspiration for a better life, she said her goal was to give her everything she ever wanted.

However, Jess had some setbacks with school, especially secondary school. In fact, she hated school and has said previously that, 'I was never any good at it, but one good thing to come out of it was an introduction to making music.' She learnt most of her musical skills from her music lessons in school and was particularly inspired by her music teacher who supported her writing of 'Charge It'.

Keeping up

Jess has made it clear that she is unsure if she wants to create an album or another song. She is honest about her stubborn nature and has said 'if I don't feel it then I don't wanna do it' as she does not want to feel forced to create music and lose her love for it. She has expressed a fear about a lot of artists having been pushed to create songs and this compulsion often makes them lose their passion and love for music and songwriting. Jess has explained previously that, 'I am never going to be pushed to write a song'. By stating this, it illustrates a personality which is strong and independent and does not give up easily when faced with a struggle. We at Pulse think this creates an amazing personality and mindset for Jess' possible future with music.

Getting to know & understand Jess

Jess has always had an extrovert personality which has led to her becoming extremely popular within her social media accounts. She has gone viral a couple times but never anything big although she once posted a TikTok in 2020 dancing which got 35k views and 20k likes. This was followed in 2023 by another TikTok of her singing which took off more with 70k views and 50k likes. However, she was often demotivated by the results she got on social media so took a break from it, feeling demotivated by it.

When Jess's song Charge It eventually blew up and got first in the charts, she decided she wanted to go back on social media and help people find themselves and she did this through doing brand deals and collaborations. As a result she has had many brand deals, collaborations and opportunities with famous products and artists throughout different industries such as makeup, skincare and clothing. But she is choosy about who she works with and has said, 'I will only take up offers if I truly believe I will use their products'. This is because she does not want to

promote things that she does not use. Instead, she believes that by doing certain brand deals and collaborations she can promote the right image and can be regarded as trustworthy and reliable compared to other influencers and artists will promote anything and everything.

There have been many brand deals and collaborations which she has done, but her favourite one was with a makeup company called ELF cosmetics. 'I have loved the brand for ages, it is inexpensive compared to other brands, is good quality for the price and has a good range of products that everyone needs'. She loved working with ELF. She wanted to promote that females and males can express themselves freely through ELF cosmetics and, 'can make them feel beautiful inside and out'.

Overall, Jess has shown her true personality which shows true strength. We at Pulse will be following her journey closely in the

next few months and in next month's and in next month's edition we will be offering backstage passes for her appearance at Pulse festival this summer.

'From nothing to everything'



CHARGE IT!





CITY

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