

**PRESS RELEASE : FOR RELEASE THE WEEK OF SEPTEMBER 4th, 2017**

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**WE ARE PARASOLS RELEASE SOPHOMORE FULL-LENGTH, *INERTIA*.**

No Movement Records is proud to announce the release of the sophomore full-length by Portland-based industrialgaze trio, We Are Parasols. *Inertia* will be released Friday, September 15th on cassette and as a digital download.

We Are Parasols started out as a shoegaze band that used electronic production. They released a full-length, *Infrastructure*, and then an minimal-ambient ep, *bite\_your\_tongue*. The idea was that *Infrastructure* would serve as the guide that they would build upon for future releases. That's not exactly how it worked out. There was a song on *Infrastructure*, "No Movement", about an android sex worker. That one song, not the rest of the album, spawned the entire musical world of *Inertia*.

*Inertia* combines industrial, shoegaze, pop, darkwave, and sci-fi to tell a dystopian, possibly humanist, probably anti-human, story about violence, technology, politics, control, and an android feminist anti-hero known only as a *synthetic sexual tasked android body*.

Since their debut We Are Parasols have refocused their sound on a new bass-heavy and darker side of shoegaze. All three band members contributed equally to the writing, arrangements, and production; adding to, altering and encouraging each other's ideas while simultaneously and sometimes viciously editing out anything deemed unnecessary. Inspired as much by Nine Inch Nails, Gazelle Twin, and Skinny Puppy as Curve, Cocteau Twins, and Garbage, the record is equally beautiful and bracing.

The first single and video, "dim", will be released August 18th.

We Are Parasols are available for interviews. Please email [press@nmvmnt.com](mailto:press@nmvmnt.com) to set up a time that is convenient.

*No Movement Records is a Portland, Oregon based label and artist cooperative lead by Jeremy Wilkins (formerly of Rosewater Elizabeth, underwater and Allegra Gellar). From 2007-2015 we were known as Predator Friendly Records. Starting in 2016, we have officially shifted focus to a darker, electronic-based sound and have fully committed ourselves to releasing cassette tapes.*