

SERU

For your
consideration

The Official Press Kit of the South
African Dream pop duo **Seru**.



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Bookings

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Links

<https://www.facebook.com/seruband>

<https://www.instagram.com/serumusic/>

<https://twitter.com/seruband>

<https://soundcloud.com/seruband>



Spotify



Apple MUSIC



DEEZER



Biography

Seru is a dream pop act from Johannesburg South Africa. Seru was formed late 2017 by producer Steven Hogg (Vox Portent) and vocalist Jade Fortune. For most of late 2017 and early 2018 the duo focused on building their indie, electronic, dream-wave sound. Influenced by the likes of Baths, Blue Hawaii, Braids, Grimes and Jamie XX, they began recording a demo EP in their respective home studios. During this process, they felt the need to build onto their sound and so in early 2018 they enlisted the help of Jade's long-time partner (musical and otherwise) guitarist, Matthew Watson. With his post-rock sound, blended with their electronic dream pop; a unique, flowing, oceanic sound was born.

*" Voice of an angel
and music to rival
the gods."*

- Quinn Sutherland

*" a sound that is both
uniquely beautiful and
equally as ominous."*

- Gavin Pierce, *Texx and the City*

Releases



Split (Debut Single)

Released on 12 Septemeber 2018 on record label **I suppose Ja**

Vocals: Jade Fortune
Guitar: Matthew Watson
Production: Steven Hogg
Mastering: Ross Finck

Stream: [Soundcloud](#) [Apple Music](#) [Spotify](#)



Mantra (Single)

Released on 21 March 2019 on record label **I suppose Ja**

Vocals: Jade Fortune
Guitar: Matthew Watson
Production: Steven Hogg
Mastering: Ross Finck

Stream: [Soundcloud](#) [Apple Music](#) [Spotify](#)



Touching the Void (3 track EP)

Seru's Debut EP "Touching the Void" released 9 September 2019 on record label **I suppose Ja**

Vocals: Jade Fortune
Guitar: Matthew Watson
Production: Steven Hogg
Mastering: Ross Finck

Stream: [Soundcloud](#) [Apple Music](#) [Spotify](#)

Texx and the City

"Seru's Debut EP "Touching the void" was reviewed on South African music blog Texx and The City by writer Gavin Pierce.

Seru's debut EP via collective/label I Suppose Ja, Touching the Void leads with "Dark" and grips the listener immediately. Vocalist Jade Fortune's soft, soothing and flawlessly-controlled voice delivers melodic perfection of every track. How the lyrics contrast both the calming sound of Jade's voice and the upbeat production invokes an intense feeling of endlessness: like a psychedelic exploration of the void. But you know that the comedown, aided by nostalgic fear, is imminent. Jade is acutely aware of the fact that light implies dark, joy implies pain, and life implies death – that polar opposites need each other to exist. "

[Read the full review here](#)



REVIEW

**SERU'S "TOUCHING THE VOID" IS A
CAPTIVATING JOURNEY OF SELF-REFLECTION
THAT WILL SOOTHE YOUR SOUL**

18 OCTOBER 2018

Live at Testament (JHB)

We were asked to perform at braamfontein bar Testament with Daev Martian and Escapism Refuge.



21 DECEMBER 2018

Live at Raptor Room (CPT) with Morena Leraba

We were honored to be the supporting act for a show with Morena Leraba at Raptor Room in Cape Town.

**MORENA
LERABA**

LIVE AT
THE RAPTOR ROOM
CAPE TOWN

2018.12.21

R60 BEFORE 9PM R80 AFTER
TICKETS AT THE DOOR

SUPPORTING ACTS
DUMAMA AND KECHOU
SERU (JHB)

