

lovelythebo

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band







THE STORY OF LOVELYTHEBAND cannot be told without hot wings and The Roxy. Born from the mind of lead singer and guitarist Mitchy Collins, the trio is completed by Sam Price (drums) and Jordan Greenwald (keys and guitar).

Falling somewhere between alternative, indie, and electronic, the band's debut album, *finding it hard to smile*, was released August 3rd, a record full of ironically upbeat songs about depression, anxiety, and loneliness.

Born in Michigan, Mitchy Collins was constantly moving until settling in New Jersey at age 10. Fascinated by the music scene, he picked up his first guitar at 12. A few years later, he started a band (the first of many), and at 18, moved to Brooklyn, performing with Danielle Bouchard as indie duo Oh Honey by 25. The band's song "Be Okay" was an instant hit and was even covered by Glee, bringing Mitchy his first record deal and a massive touring gig alongside The Fray.

Lovelytheband started as an idea Mitchy had almost three years ago. He had written a handful of songs, including "broken" and "these are my friends", but wanted a band to play with. Mitchy's dream came to fruition one drunken night in 2016 when he met Jordan Greenwald.

Growing up in Los Angeles, Jordan was no stranger to entertainment. He attributes much of his success to supportive parents, and watching his father navigate the television industry

taught Jordan a lot about persistence. He went to college in Nashville for guitar production and moved back to L.A. after graduation.

One night, Jordan's friends wanted to stop by Mitchy's house to hear some demos. As the evening progressed, Mitchy and Jordan grew closer, especially after relocating to On The Rox, the bar above The Roxy in Los Angeles. "We were not sober," Jordan admits. They broke away to talk music, and despite being involved in other projects, Jordan agreed to join Mitchy's new band.

The next day, the pair met over buffalo wings and decided the collaboration was still a good idea sober. Their debut single, "broken", was released in April 2017, and they played their first show at The Roxy that June. But they had lost a member, and the band still needed a third: a drummer.

An L.A. native, Sam Price grew up in a musical family, his mother a singer and his father a touring keyboardist. "My dad started me off on drums pretty early," Sam recalls. His first time playing with peers was in middle school band, and high school drumline "was a huge shift in my drumming abilities," he shares. In college, Sam studied drum performance, bouncing between bands and experimenting with jazz, metal, and pop. For three years, he worked as a drummer-for-hire, growing a network of musical connections that led him to Mitchy.

Discovering Sam through mutual friends, Mitchy invit-



ed him to their show at The Roxy. “I literally met Jordan in the green room [the day] my own band played the first show ever,” Sam laughs. He signed on in July, and lovelytheband was complete.

The name came about in a Dave & Buster’s — again, over wings. “I wish we had a cooler story,” Jordan laments. While brainstorming, Mitchy kept landing on the word “lovely,” and the only available Instagram handle was “@lovelytheband.” Inspired by the simplicity, they decided the one-word stylization could define their aesthetic. Artists like Chance the Rapper and The Band Perry validated the decision, Jordan mentions.

The band’s musical influences vary widely, from Drake to Frank Ocean to Van Halen, and they search for new inspiration every Friday by going to shows or just browsing Spotify.

Mitchy draws from the classic artists he grew up on, like Springsteen and Elvis, as well as singer-songwriters like Bryan Adams and Butch Walker. Bands like Dashboard Confessional, Alkaline Trio and Taking Back Sunday shaped his early songwriting. “They taught me what it was like to feel things through music and be able to open up,” he remembers.

This past July, a dream came true for the band: they played the Mo Pop Festival in Detroit, headlined by a huge inspiration, Bon Iver. “It wasn’t a co-bill, or anything,” Sam clarifies, but they closed the same stage that lovelytheband opened the next

day. “It would be really cool to play with [Justin Vernon] again,” and to watch his creative process, he adds.

Touring means meeting fans and discovering new cities (like band favorite Portland, Maine), but life on the road is hard. “It’s not all glam,” Mitchy recognizes. “It’s long days, it’s a lot of travel. There’s no sense of normalcy.” Living out of a bag, you realize all the simple things you take for granted, he explains.

Another downside is being isolated for months at a time. Life at home doesn’t stop, and “you find out who your friends are really fast”, Mitchy notes. “[You realize] a lot of your relationships are out of convenience,” he says. “As the weeks go by, the texts stop coming in,” Jordan shares.

When touring gets tough, music provides relief. For Mitchy, “music is how feelings sound.” In the studio, “everything comes to life and I get to be my own therapist, if you will.” When writing the album, he didn’t aim to create such a contradiction between lyrics and sound. Rather, “I was singing about things I needed to sing about and the music just kind of wrapped itself around it,” he tells.

If Mitchy finds peace in music, Jordan’s reward comes from connecting with an audience. “You’re all right there in that moment, listening to the same thing, doing the same thing — it’s a really magical feeling,” he explains.

For Sam, it’s the universal nature of music that he loves most.

He references a lyric from “Sir Duke” by Stevie Wonder: “Music is a world within itself, with a language we all understand.” Sam elaborates, “I could sit next to someone from halfway across the world who doesn’t speak any English, cannot relate to me at all,” but through music, they can come together.

Sam is excited to tour the album and hopes fans worldwide will connect to the music. “We still have not played a proper arena or stadium,” he remarks. He grew up watching his father perform at large venues and aspires to do the same in the future.

Jordan’s goals are less career-oriented, but rather “to find peace and happiness in things that I didn’t think I would ever be able to”, like falling asleep in a tiny bunk each night.

When the album was released, “we all definitely were crying, not even with a lot of alcohol involved,” Sam laughs. “This has been such a long time coming and we just hope people are in love with it as much as we are,” says Jordan.

“This is our baby,” Mitchy adds. “All we can hope for is that people enjoy the music and maybe can take away a little piece of it, and [have it] help them maybe say some things that they’re scared to or [don’t] know how to.”

“This is really the purest lovelytheband, right now. This is what we sound like and this is what we hope everyone can really gather of who we are,” Jordan concludes. INKO