Madison Beer // *Locket* Bio

A locket is more than just a charm or a piece of jewelry. It is a keepsake, a secret enclosure holding vital memories. To Madison Beer, it encapsulates a world of remembrances and experiences, each of which become woven together to comprise the singer-songwriter and pop luminary's latest, most urgent and magnetic album.

Arriving two years after Beer's third project, 2023's *Silence Between Songs*, *Locket* began as just a passing thought. "I've never had an album title before the album was made," Beer exclusively revealed to *Rolling Stone*. "I wanted it to feel like something that was actually authentic to me. I literally was in my Notes app for weeks on end writing words that I felt like I related to. 'Locket' was just one of them. I just kept on gravitating towards it every single time."

With *Locket* working as a thematic north star, Beer began to craft the album's decidedly more pop-forward sound — a purposeful departure from *Silence Between Songs*' more stripped-back aesthetic. As she kicked off her 2024 Spinnin tour, Beer started conceptualizing some of the most high-energy pop music of her career to date. Acting as a sonic runway for *Locket* are a trilogy of EDM-influenced one-off singles: 2024's Grammy-nominated, Gold-certified hit "Make You Mine," the thrumming dark-pop follow-up "15 MINUTES," and the surrealist-pop pièce de résistance "yes baby," which features an '80s-inspired workout video ideated and co-directed by Beer and director Aerin Moreno.

The enthralling video for "yes baby," featuring Beer power-walking on a treadmill in stilettos, is a useful metaphor for the singer's stratospheric — and at times deeply complex — rise to fame. At just 13, the Long Island native was plucked from obscurity when Justin Bieber famously tweeted out a video of her covering Etta James' classic ballad "At Last" on YouTube. What followed was a series of extreme highs (being signed to a major label, overnight celebrity status) and lows (fighting for privacy, being unceremoniously dropped by her label and management at just 16), much of which she chronicled in her 2023 memoir, *The Half Of It*.

Building a loyal fanbase across her 2018 debut EP, *As She Pleases*, and two chart-topping albums, 2021's *Life Support* and *Silence Between Songs*, Beer has carved out a place for herself among pop's upper echelon with her trademark airy vocals and diaristic, no-holds-barred lyrics. After coming clean in every possible respect, exploring elements of toxic relationships, mental health, and navigating an unforgiving music industry, Beer has thrown off the shackles and spread her wings on the liberated, earworm-packed *Locket*.

"I knew I wanted it to feel very artistic and upbeat, with every song feeling different from one another," Beer also tells *Rolling Stone* of *Locket*. "Honestly, it feels like I returned to my *Life Support* self in the sense of my creative freedom."

Locket's personnel reflects this return to Beer's roots, welcoming back producer Tim "One Love" Sommers on the glittering, Ariana Grande-esque single "Bittersweet," the video for which stars Sean Kaufman from Prime Video hit series *The Summer I Turned Pretty*. "Sean is so talented," Beer told Vogue about working with Kaufman in "Bittersweet," which she also co-directed. "The whole day was all improv and we were just having so much fun. He made me feel so comfortable."

Balancing out the faster-paced tracks on Locket are moodier and more reflective cuts like "Reckless" and the pared-down "You're Still Everything" find Beer grappling with the end of

an intense, roller coaster-like relationship. "I'm not perfect/ But I'll never stop loving you," she sings in layered, warped tones.

Locket likewise showcases Beer's immense growth as a singer, writer, and producer; songs like the aforementioned "Bittersweet," "Nothing Matters But You," and "Envy The Leaves" feature some of the most challenging vocal work of Beer's career. Meanwhile, Beer took a stronger hand in *Locket*'s creative direction, with numerous co-writing, co-directing, and co-producing credits. "I'm more involved than ever, so it just feels like it really is me," she says. "Not that all the things in the past haven't felt like me, but this feels like me and like a body of work."

While lockets may inspire images of memories held inside, Beer's *Locket* ultimately sets the singer on a path toward the truest freedom she's ever known.