

ISABELLA BLOW BY COCO 7



PRESS PACK

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Rapper and former creative London PR girl, COCO 7 has returned to music with a hyper funky 90's tribute to the great fashion editor, Isabella Blow a decade after her tragic battle with depression

Produced by rising star 'Michelin Shin' - the hip hop/ dance track advocates the on-going conversation concerning mental health and contributes to an important campaign in eradicating the prejudices that people have about mental health and its many implications

Having worked across fashion and music COCO 7 has found that the influence of music and fashion within the UK has a lot more work to do - when looking at the wellbeing of those who make it happen

Supported by mental health charity 'MIND' and designer 'Philip Treacy' who has gifted an archived hat for COCO 7's upcoming video, dedicated to his muse, English magazine editor, Isabella Blow



IT'S OKAY NOT TO BE... OKAY

With the likes of James Arthur, Stormzy, Jamal Edwards and Sinead O'connor all publicly disclosing their mental health battles

Coco 7 started the 'Get Your #MindRight (MR)' and 'Get Your #MindRightSociety (MRS)' campaign to raise awareness of the rising number of mental health disorders and cases within the creative community

Endorsed by CEO Lynette Charles at Mind, Haringey - proceeds from MR and MRS t-shirts will be donated to the charity that supports those suffering with mental health illnesses to access professional and confidential support

Coco 7 firmly believes that "it's not what goes on your head, but what goes on in your head and it's okay not to be okay" this led to the MR and MRS campaign and the iconic fashion partnership with 'Philip Treacy



ISABELLA BLOW

- SINGLE RELEASE -
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- MUSIC VIDEO -
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COCO7 MUSIC

