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PRETTY POISON'S JADE STARLING TO RELEASE 'CAPTIVE'

THE GLORIOUS CORNER

Story By: **G.H. Harding**

JADE GLORY – Remember that song “Catch Me I’m Falling” by Pretty Poison from 1987? Well, one-half of that very talented aggregation, Jade Starling, has just released her first solo album, *Captive* (out August 12) and it’s a certified smash; from the first single “Insomniak” to the new, just-released follow up “Think About U.”

In talking with her this week exclusively for [TIMES SQUARE GOSSIP](#) (and, I believe I may well have actually met her back in the day), I asked her what she had been up to since 1987. “We’ve put out several different releases since then, but the promotion and marketing wasn’t where it should have been.” The new album, released via Subpoena/Universal, seems not only to be of the highest quality, but is certainly being set up properly too.

The video for this first single was sensational; vivid imagery set against the EDM-aura of the song. Jade says that when Pretty Poison was introduced, the phrase EDM wasn’t really in vogue. “It’s funny, when Pretty Poison was around, the term EDM didn’t exist, now, we’re sort of doing the same thing and we fit squarely into the EDM mode.”

Still working with producer/collaborator Whey Cooler, the album is just spectacular with high marks for its creativity and exemplary songwriting. “To me, good hooks and good music is essential,” she says. Jade adds that “Catch Me” is still very much in vogue – it was featured on one of the final episodes of *Breaking Bad* and she’s still amazed by how many people tell her, they just downloaded it. The song was #47 of VH1’s list of One Hit Wonders ... but, it’s a great list to even be included on.

She credits social media with giving her a particular edge up with her fans; finding them more immediately than ever before. “Face it, social media, using it the right way, is a tremendous tool ... for finding that fan base and communicating with them. It’s a great tool.”

Good music and talented artists always find their way; Jade Starling has and is doing it all over again. One of the superior releases of 2014.

Also, as an added plus, check out photographer’s Gretchen Johnson’s vivid imagery on the album cover and booklet inside. “She captured exactly what I was doing and was a great addition to the whole project.”

