

Coverision Partners with Instant Records on Instant Love Release: Giving a Female to Female Voice to Classics

Coverision, the sync-focused covers catalogue, announces a sync partnership with Instant Love, the new release from Instant Records, part of The Orchard group.

LONDON, UNITED KINGDOM, January 23, 2018 /EINPresswire.com/ -- [Coverision](#) Partners with Instant Records on Instant Love Release: Giving a Female to Female Voice to Classics

Coverision, the sync-focused covers catalogue, is delighted to announce a sync partnership with Instant Love, the new release from Instant Records, part of The Orchard group. Particularly apt in the month the UK has celebrated the female contribution to the music industry with AIM's annual Women In Music conference, the album showcases female renditions of songs traditionally sung by men about women, breathing new life into a collection of iconic material, which has collectively enjoyed decades of success.



The Instant Love concept was created by Allison Zatarain, GM of Instant Records, and Richard Gottehrer, Blondie producer and co-founder of The Orchard. Zatarain described the release as, “Modern love and modern music for modern times”. Gottehrer agrees and adds, “These classic songs are...born again with new feeling and meaning as interpreted by these talented female vocalists.” Through the album, the label aims to ignite a conversation that empowers female artists, who are bold in their creative choices in breaking down pre-imposed barriers, and proud to celebrate love between women, be they mothers, sisters, daughters, friends or lovers.

Coverision founder, Janesta Boudreau, says, “Through our sync partnership with Instant Love, we are looking forward to placing these tracks in major media and possibly with the right fit in film or promotions. Beyond just syncs, these placements can help to bring continued attention to a wide range of female-focused issues from motherhood, to raising awareness to the needs of the LGBTQ community, and generating momentum for the #metoo campaign. The project fits completely within Coverision's ethos and our goal of presenting known songs in a new and exciting way. We are not about creating covers for covers' sake, but quality covers that are entirely sync-focused, and the tracks on this album are exactly that. We truly love what the material and overall project stand for.”



As a Music Supervisor I'm often on the lookout for songs that are at once familiar but sufficiently different to sound fresh and inspiring. The Instant Love collection does just that..."

*Gemma Dempsey,
Independent Music
Supervisor*

Support for Instant Love from Women In The UK Music Industry

The project has garnered support from women in the industry, who are pleased to see the timely release of material revisited as female covers and all the breakthroughs in female-centred issues being made and striven for in 2018:

Gemma Dempsey, Independent Music Supervisor

As a Music Supervisor I'm often on the lookout for songs that are at once familiar but sufficiently different to sound fresh and inspiring. The Instant Love collection does just that and more importantly draws attention to some very on point topics regarding women.

Saima Bakhtiar, Studio Manager, Metropolis Studios

I've been feeling a stronger sense of solidarity among all the brilliant women in the industry I'm lucky enough to work with recently. So to see a release that gives voice to female artists and the bonds between women is really relevant.

Janine Orsi, VP, Asia Touring, Live Nation

What an inspiring project Instant Love is! The fresh take on these classic love songs is second to none. Kudos to Instant Records and Coverion for creating an innovative platform to promote the talent of female vocalists.

Instant Love Volume 1 is released on Instant Records this month and can be [bought/streamed here](#). The full collection of expanding singles can be [streamed here](#). All sync enquiries should be directed to Coverion Music.

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