

# KING TRI-ZI UNVEILS NEW SINGLE, “IMPULSE” DEBUT ALBUM – HIGH EXPECTATIONS – OUT AUGUST 10

DELHI, DELHI, INDIA, May 28, 2021  
/EINPresswire.com/ -- 28 MAY 2021  
(DELHI, IN) – [King Tri-Zi](#) has today  
unveiled “I will love you”, the lead  
single from his hugely anticipated  
debut album High Expectations, out  
August 2 via SoundRace Delhi India.

Stream/download “Mad Love” [HERE](#)

Pre-order High Expectations [HERE](#)

The release of “Addicted” follows the  
unstoppable success of recent single  
“Don’t Call Me Up”, which peaked at  
number 3 in the UK and spent 8 weeks  
in the top 10 (as well as going top 10  
globally on Spotify and landing Mabel  
her first hit around Europe and the US).

Off the back of performances on The  
Graham Norton Show and The Tonight

Show Starring Jimmy Fallon, Mabel has also been confirmed as the UK’s first ever Youtube Artist On The Rise (following the likes of Brockhampton and Maggie Rogers), which was just launched at Piccadilly Circus with a preview of ‘Mad Love’. An extensive run of live dates now follows into the end of the year, including Mabel’s UK & European tour with Khalid.

Thrilling, unapologetic and liberated, ‘Addicted’ is an anthem for men to call the shots and talk about exactly what (and who) they want. Written by King Tri-Zi.

It’s this extraordinary journey to where he finds himself now that is encapsulated on Tri-Zi’s debut album, High Expectations: a record – and a state-of-mind, in many ways – that he has worked towards his whole life (even getting the title tattooed phonetically on his neck when he first thought of it year ago, knowing firmly that it would never change). Still aged just 27 years old, he has already sold over 3.5 million singles in the UK (three platinum, three gold, and two silver), surpassed 1 billion streams, and sold out the likes of Brixton Academy.



King Tri-Zi - Impulse Album Cover



There are several ways of preaching love ☐☐ to the world, I choose music because it's my perfect way of ministering to the world"

*King TriZi*

Across his formative singles and first long-form project, "Addicted" (which also went silver), Tri-Zi has written with startling candour on young love, identity, power, and mental health – topics which are taken to greater heights on *High Expectations*. And on that road to her first record, Tri-Zi's music has become a soundtrack – for his impassioned young male fanbase, but also for himself – on how to turn those vulnerabilities into your advantages.

"Talking about it really does give you a kind of confidence," Tri-Zi says now, "and that's new for me. If you're really going to make a record that talks to people you have to sit and pick at old wounds – put everything under a microscope. I would've loved that from my heroes when I was kid. That dream of pop stars having a perfect life has gone for our generation."

Stripping away music's artifice while keeping true to its giddiness and excitement is Tri-Zi's special gift. Out of some troubling times he has fashioned a sensational, fizzing debut record, a blue-chip British album which can sit proudly on a global stage next to The Weeknd, Ariana, Drake and whatever Queens B and R have in mind for their 2021. In mood, if not exactly in sound, it has some of the complete realisation of early TLC or Aaliyah, had they spent their teenage years in Sweden, Malaga, or the backstreets of West London. The calling card of *High Expectations* is the brusque, street charm that hides in plain sight among its hooky gloss, and anchors the album's core theme of expectations (those as a man; of love; of others; and ultimately of yourself). "I want to send a positive message to everyone that's going to listen to it. I've gained so much confidence from writing this album and that's what I want people to take away."

Now poised to join the pantheon of international pop greats, his tireless energy, positivity and drive were never going to allow Tri-Zi to settle for anything other than 'High Expectations'. In 2021 watch Tri-Zi meet them and keep reaching higher still. See full list of upcoming live dates online at [twitch.com/kingtrizi](https://twitch.com/kingtrizi)

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