

HIP Video Promo Presents: Power Down premieres new music video 'Bag In Hand' on Music-News.com

Power Down Fuses Shimmering Synths and Distorted Rhythms in Emotion-Charged Debut "Bag In Hand"

CA, UNITED STATES, October 29, 2025 /EINPresswire.com/ -- Once in a blue moon, two creatives cross paths who are destined to create magic together—a match made in musical heaven. Duos like Power Down prove what's possible when a veteran of the industry—seasoned in playing, producing, and founding his own label—joins forces with a young, headstrong virtuoso brimming with raw talent. Dan Voss Jr. met Aaron “Zeus” Zepeda while working with Bob Margouleff, the electronic music pioneer behind Stevie Wonder’s award-winning albums, and the rest is history. In the studio, their chemistry is electric—each bringing a distinct perspective, trading and trying out ideas until a masterpiece emerges. Separated by generations, Voss Jr. delivers sucker punches of '80s and '90s rock edge—echoing his days writing and producing for major artists—while Zeus propels their sound forward, wielding his “studio wiz” skills to blend in fresh, modern textures. Together, they’ve struck sonic gold—music that’s professional, unpredictable, polished, yet ferociously fun. With their original debut just around the corner, Power Down is ready to turn up the good vibrations. Expect big hooks, bold sounds, and the kind of music that can only come from two artists having the time of their lives doing what they do best.



“Bag In Hand” marks listeners’ first step to the sonic universe of Power Down—and they might be surprised by what they find. Their debut single feels like it was written beneath the neon haze of a sprawling city, as if Voss Jr. and Zepeda crafted a tale of longing, detachment, and surrender designed to crank up the drama and allure to the max. Blending pop, rock, and electronic

sensibilities, “Bag In Hand” could slide seamlessly into a cyberpunk film soundtrack—a surge of shimmering synths, cavernous whistles, distorted rhythms, and climactic harmonies. The tempo pulses with urgency and intensity, tracing the thoughts of a lover chasing after a partner who's already halfway gone—“day after day, night after night”—stepping into the spotlight with one foot out the door and a “bag in hand.” As the track unfolds, anticipation builds, hinting that these two might be drifting apart for good. Emotion-charged vocals swing between restraint and release, heightening the sense of desperation. Though the waiting and loneliness threaten to tear him apart, he vows to remain her “audience of one,” even when it feels futile—because “sometimes in love, you let them run.”

Just as easily as “Bag In Hand” could score a cyberpunk film, it could just as easily soundtrack a larger-than-life anime about love on the brink. Fortunately, viewers don’t have to imagine it—Aaron “Zeus” Zepeda brings the vision to life himself for the music video, directing an anime-style micro-drama teeming with tension and heart. At first, the lovers seem inseparable—sharing cuddles, kisses, and easy smiles—but things shift when the girlfriend takes the stage, black feathered wings trailing behind her as she walks out the door. Trapped inside a giant bubble, the boyfriend becomes cut off from reality, lost in his own head, and unable to break free. As she moves on without him, the tension mounts until it hits: he can’t bear to lose her. He races to make her next performance, desperate to catch her before it’s too late—only to arrive after the curtain falls. By then, she’s already gone—off on tour, chasing her own spotlight, with no promise of return—leaving behind only echoes of romance and a breathless sense of awe.

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