

HIP Video Promo Presents: Sgt. Splendor premieres new music video "Brave, Rough, and Ready to Go" on Music-News.com

Sgt. Splendor Issues a Warning and a Dare on Electrifying New Single "Brave, Rough, and Ready to Go"

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/EINPresswire.com/ -- Though Sgt.

Splendor is the brainchild of two very different musical minds, the project has never sounded like a compromise. It feels more like two fully formed creative worlds, seasoned by a shared Southwestern upbringing, colliding and finding unexpected common ground. Long before they became a duo, Kate Vargas and Eric McFadden had each carved out their own distinct musical lanes. Vargas built her reputation as a

songwriter with a gift for vivid imagery and unconventional Americana, earning attention from outlets including NPR, Vice, and Rolling Stone. McFadden's career, meanwhile, has been defined by restless musical exploration, racking up an impressive portfolio of solo projects and collaborations with George Clinton & the P-Funk All Stars, Eric Burdon & The Animals, Angelo Moore, Anders Osborne, Jackson Browne, and many more.



Though they moved in the same circles for years, it wasn't until they performed at the same songwriting festival in 2018 that the two officially introduced themselves. Feeling an instant spark, they began writing together soon after. "We didn't know it was the beginning, but it was," says Vargas. Since then, through shared tours, weekly livestream performances during lockdown, and a growing catalog of collaborative material, Sgt. Splendor has emerged as both a creative and personal partnership, the ultimate convergence of their individual worlds. Their art drifts like a hawk high above the desert bluffs, exploratory and uncontainable, a strange kind of dynamic that could only belong to them.

For a band that has made joy, community, and creativity their form of protest, “Brave, Rough, and Ready to Go” is both a warning and a dare. Flaring with the swagger, grit, and groove that define Sgt. Splendor’s work, this darkly cinematic escapade plunges listeners into a world equal parts myth and mordant comedy, channeling the propulsive energy of classic rock at its most theatrical. Doused in rich, hallucinatory imagery, the track unfurls a journey that is equal parts heroic and doomed, a reality far more urgent than fiction. The fierce emotional current running just beneath the absurdity puts a magnifying glass to the performance of bravery, the spectators who demand it, and the necessity of collective action over individual triumph. In their eyes, it’s not too late; people can always reclaim their power when they step off the sidelines and fight for something greater than themselves.



The single from their critically acclaimed album *Isotopia* emotes sonic vibrations that offer up a taste of what’s to come on the band’s highly anticipated fourth studio album, *Electric Idol*, arriving October 16th. The new record is Sgt. Splendor is offering up their most engaging songcraft to date, continuing an enduring creative run that has seen the duo steadily refine and expand their sound without losing an ounce of the adventurous spirit that brought them together in the first place.

While the track wrestles with urgency and collective responsibility, its visual counterpart leans toward optimism, transporting viewers back to San Francisco’s notorious Barbary Coast red-light district more than a century ago. Over the years, the band’s identity has become increasingly intertwined with the world of circus and immersive performance. Vargas and McFadden have collaborated with performers from traveling tent shows, toured for four months with one of the last family-run circus shows in the country, and drawn inspiration from the Big Top’s buzzing energy of live spectacle, culminating in their participation in a full-production live performance entitled *The Soiled Dove* with San Francisco’s Vau de Vire Society. Here, “Brave, Rough, and Ready to Go” lives and breathes inside an old-timey brothel saloon extravaganza, where chaos creeps around every corner, and these alluring, fire-wielding, gun-slinging characters hold the world in their hands. *The Soiled Dove*, a spectacular, not-to-be-missed tour de force that includes a special musical performance by the legendary singer-songwriter Joan Baez, returns on August

7th with great anticipation to begin its second season. All eyes in the Bay Area and beyond will be on Alameda, California, as the fabulous creatives of the Vau de Vire Society bring the circus back to town,

With this “must-see” clip recently taking home bronze awards in the directing, editing, and music video categories at the 2026 Telly Awards, Sgt. Splendor’s dedication to preserving creativity, compassion, and human connection in an increasingly fractured world is already making its mark. And that’s what they’ll continue to do from here on out, because for Sgt. Splendor, the most radical thing a person can do is refuse to stop being human.

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