

SMA STARTS AT THE END WITH 'GOODNIGHT AND GOODBYE,' OPENING THE DOOR TO HER VOICEMAILS ERA

The first single released from VOICEMAILS with it's final chapter first- a journey through toxic love, heartbreak, growth and finding her way back to herself.

ALBUQUERQUE, NM, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- Most stories begin at the beginning. [SMA](#) is starting hers at the end.

With ["GOODNIGHT AND GOODBYE,"](#) arriving September 19, SMA introduces listeners to the world of her forthcoming [VOICEMAILS](#) project by revealing its conclusion first.

Although "GOODNIGHT AND GOODBYE" is the final song in the story of VOICEMAILS, it will be the first single released, giving listeners the destination before revealing the experiences that led her there.

From there, SMA plans to unfold the story piece by piece, taking listeners through the relationships, heartbreak, anger, reflection and personal evolution behind the project before ultimately bringing the narrative full circle and reconnecting it to "GOODNIGHT AND GOODBYE."

The structure mirrors the emotional journey at the center of VOICEMAILS: sometimes you don't understand what an experience meant until you have already made it through to the other side.



SMA introduces her VOICEMAILS era with the new single "GOODNIGHT AND GOODBYE," arriving September 19, 2026.

"G&G is about moving on from the past: from relationships and previous versions of yourself," SMA explains. "More than anything else, it's about me and where I'm at now."

When SMA originally conceived VOICEMAILS, she envisioned telling the story of toxic love through voice memos. The project traces an emotional evolution from resentment over what happened to gratitude for what those experiences ultimately taught her. The introductory song, "I JUST CALLED," began as a flipped version of the sentiment behind Stevie Wonder's iconic "I Just Called to Say I Love You," while the larger project developed into a journey from "I hate you for what you did" toward "thank you for what you've taught me."

That makes "GOODNIGHT AND GOODBYE" more than a breakup song. It is the answer listeners receive before they hear the entire story. As the remaining music is unveiled, they will discover how SMA got there. Eventually, VOICEMAILS will bring them right back to where everything started: the end.



SMA channels Y2K nostalgia in the visual campaign for "GOODNIGHT AND GOODBYE"

“

I want people to feel empowered: not only to let go of what no longer serves them, but to embrace who they want to be and step into their power.”

SMA

For SMA, the song became an opportunity to confront earlier versions of herself while building an entertainment career, developing her brand and gaining a clearer understanding of the woman and artist she wants to become.

She also drew from deeply personal experiences, including an estranged relationship with her sister. Turning those emotions into music helped SMA process the loss of that connection and transform the experience into something

creative. She also credits music mentor Dounia Tazi with helping shape a period of personal growth centered around positive affirmations, creating the life she wants and learning to love herself where she is.

A SOUND BUILT BY SMA

SMA wrote the lyrics over an instrumental from Mantra Beats, a producer she has previously

worked with, and recorded all of her vocals herself at home using a Volt 2 interface and Audio-Technica 2020 microphone.

After tracking the song in Ableton, fellow musician Richard Baca joined SMA for the mixing and mastering process. The final vocals were completed without Auto-Tune or Melodyne, something SMA considers an important marker of how much she has developed vocally and creatively.

She points to Qveen Herby, Ariana Grande and Eminem as three of her biggest influences, combining fast rhymes, layered vocals and pop sensibilities as she continues defining her own sound.

The third verse incorporates titles from other songs in the project, including “I JUST CALLED,” “voodoo,” “labubu,” “broken,” “yours” and “ghost,” leaving breadcrumbs for music still to come.

At the heart of the record is empowerment.

“I want people to feel empowered: not only to let go of what no longer serves them, but to embrace who they want to be and step into their power,” SMA says. “Choosing to make music has allowed me to fully express who I am and my hope is that the music allows other people to do the same.”

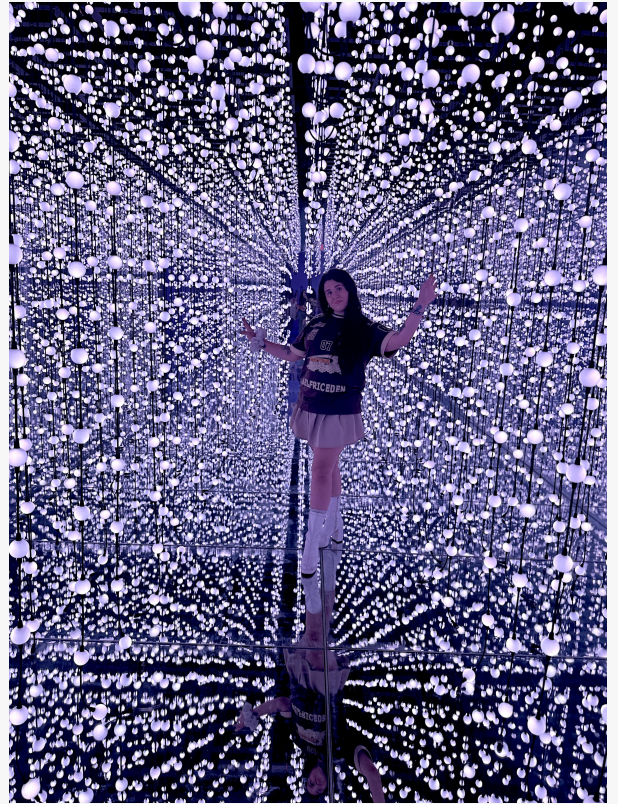
TWO VISUAL WORLDS, ONE TRANSFORMATION

SMA is extending the story of “GOODNIGHT AND GOODBYE” into an ambitious visual concept featuring two distinct aesthetics: Y2K nostalgia and fairytale fantasy.

A self-described '90s baby with a love for fashion, thrifting and revitalizing vintage accessories, SMA was immediately drawn to an early-2000s-inspired pink room she discovered at 1 Take Studios in Phoenix.

One visual represents SMA preparing for her transformation. The other reveals the version of herself that emerges afterward.

The fairytale concept fulfills a childhood dream through a giant ballgown, an inflatable pool filled with flowers and performance footage captured at the botanical gardens in Albuquerque.



SMA explores light, reflection and transformation in the visual world surrounding her VOICEMAILS project.

Friends Kacee Aguirre, Mallory Laborie and Samantha Bo helped bring the visuals to life, assisting with filming, set building and developing ideas under SMA's creative direction.

The result is a visual identity SMA describes as dreamy, girly and magical, but unmistakably her own.

THE BEGINNING OF SOMETHING BIGGER

Although "GOODNIGHT AND GOODBYE" represents the ending of the VOICEMAILS story, its release marks the beginning of SMA's public journey through the project.

"My only dream is that my work resonates with someone else," she says. "Whether it's a melody, a mantra, or meaning."

VOICEMAILS is one of three "baby albums" SMA is currently finalizing as she develops a live set, builds an audience and works toward touring.

"GOODNIGHT AND GOODBYE" arrives September 19, 2026.

ABOUT SMA

SMA is an emerging recording artist developing a distinctive creative world that combines music, fashion, visual storytelling and pop culture. Influenced by artists including Qveen Herby, Ariana Grande and Eminem, her music blends fast-moving lyricism and layered vocals with intensely personal storytelling. Her forthcoming VOICEMAILS project explores toxic love, growth, identity and the process of leaving old versions of yourself behind.

ICT PR

lct

+1 323-513-4804

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/943109884>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.