

## Indie artist Aishia returns to drop the introspective single ‘This Town’ this March

*Born through the collaborative power of the internet, this song is a silver lining of the pandemic.*



A heart-wrenching ballad, ‘This Town’ explores choosing love despite fear and doubt. It was released on the 23rd of March. The first single released by Mousai Ventures, the song beautifully showcases the collaboration’s focus on empowering creatives across the world and connecting them to share their stories musically.

Aishia is a songwriter whose style is born from different cultures. Her respective backgrounds in both Indian and Classical music have both influenced her unique sound. You can listen to [‘This Town’](#) here.

‘This Town’ came to fruition in the middle of the pandemic,

*"Aishia has a beautiful, emotive singing voice, and here she summons her seductive vocal powers to express the intense romantic ardor described in her lyrical love letter."*

- Eclectic Music Lover

*"Aishia’s intoxicating music style is a breath of fresh air."*

- The Heat Magazine

*"With elements of pop and traditional Indian music, Aishia creates a unique world blend, that is accessible, yet offers a depth that is driven by her darkly hued luxurious voice."*

- Staccatofy

*"Aishia builds a beautiful, shimmering playful atmosphere around the listener."*

- KMS Reviews

*"Aishia's soft and haunting vocals were absolutely captivating"*

- Reignland Magazine



when the only way to connect with other musicians was through the internet. Amit and Aishia began collaborating once they realized they shared the same musical visions, despite their distance from each other. This collaboration quickly grew into a formalized company – Mousai Ventures. ‘This Town’

features Amit’s lilting piano melodies that provide a stage for Aishia’s soft nostalgic lyrics. Rich and evocative harmonies and stirring percussion made for a piece of art reflective of the pandemic.

Aishia states that her *“main goal with music is to keep it authentic. I like to write things that come from my heart. Although it is scary, there’s a kind of freedom in doing that – a feeling of liberation and exhilaration that I love.”* When Amit first heard Aishia’s melody for ‘This Town,’ he *“immediately recognised the potential.”* Therefore, the pair put a huge amount of effort into refining the song and building it out. Look out for the release of ‘This Town’s’ music video and NFT drop featuring original artwork for the song.

*You may have seen Aishia featured on various blogs, reviews and Spotify. You can hear more of Aishia on several Apple Music Editorial Playlists including New Music Friday Malaysia, New Music Daily, Today Hit’s, New Music Friday Singapore, Chill Lah, Made in Malaysia, Fresh Finds, and Malaysia Music Today.*

**FOLLOW AISHIA: [WEBSITE/](#) [INSTAGRAM/](#) [TWITTER](#)**

**FOLLOW AMIT: [LINKEDIN](#)**

**FOLLOW MOUSAI VENTURES: [WEBSITE](#)**