

## **SYDNEY SIEROTA BIO**

Making the most of her platform as frontwoman for Southern California multi-platinum alternative dream pop sensation ECHOSMITH, Sydney Sierota illuminates and inspires both on stage and off. With that show-stopping voice, bright-eyed charisma, and superstar presence, the 20-year-old singer and songwriter has quietly become a force in the world of fashion sought out by some of the world's most influential brands. She was an official Coach ambassador throughout 2016, while she partnered with Hollister to design and introduce her very own capsule collection line—Hollister + Sydney— influenced by vintage classics with a touch of her own panache and sparkles! Meanwhile, Sydney and Hollister also teamed to support the #HCoAllEqual Campaign an anti-bullying movement emphasizing inclusion. These initiatives showcased another side of the artist, expressing an important message. “I always like to share a positive message,” exclaims Sydney. “If you have influence, I believe you need to use it for good as much as you can.” Sydney has also become an in-demand voice throughout pop culture. She belted on stage with Zedd at *Coachella*, *Firefly Music Festival*, and more on the *True Colors* standout “Illusion,” not to mention dueting with Taylor Swift twice live. She continues to challenge herself as a musician by diligently studying acoustic guitar and developing a passion for classical music as well as soundtracks such as John Lunn’s *Downton Abbey* score and the immortal John Williams *Star Wars* score. Outside of music, she gleefully refers to herself as “*the hobby queen*” with a love for knitting, Pilates, yoga, and painting.