

In September 2024, when The Sophs' singer, Ethan Ramon, cold emailed Rough Trade's Geoff Travis a demo reel including "SWEAT," he didn't expect a response. Before the end of the year, the band was signed. Now, the Los Angeles indie rock outfit makes a striking debut with the track—a woozy, driving anthem with urgently vulnerable vocals that builds to a powerful crescendo, echoing the spirit of acts like The Strokes and Weezer. With an LA residency kicking off in May, a New York debut in August, and confirmed festival appearances across the UK and EU, The Sophs are quickly emerging as a bold new voice in alternative music.