**HERCULES & LOVE AFFAIR DEBUTS PULSING & PROPULSIVE OFFICIAL VIDEO FOR SINGLE**

 **“CONTROLLER” FEATURING FARIS BADWAN!**

**WATCH / POST:** <https://youtu.be/JopjQU4LcPM>

**STREAM/BUY:** <https://BigBeat.lnk.to/controllerPR>

*“The song's music video, directed by Rei Nadal, follows the Hercules & Love Affair tradition of lavish visuals… equal parts creepy and fabulous.” –* ***V MAGAZINE***

 *“...steamy…”—****THE FADER***

*“…needling, pounding, catchy-as-hell sex anthem.” –* ***STEREOGUM***



**Hercules & Love Affair** debut a pulsing and propulsive official music video for “**Controller**” – out now via **Big Beat Records** in the US. The track features **The Horrors**’ **Faris Badwan** on vocals, fusing starker post-punk stylings with **Hercules & Love Affair** leader **Andy Butler**’s disco-house heritage. Upon release, The FADER praised the “steamy” nature of the track, with Stereogum lauding it as a “needling, pounding, catchy-as-hell sex anthem.” Today [V Magazine](http://vmagazine.com/article/exclusive-hercules-lover-affairs-new-music-video-brings-horror-disco/) premieres the video element, calling it “equal parts creepy and fabulous.”

Released today, the video features direction from London artist **Rei Nadal**. **Nadal** has previously directed music videos for **Primal Scream**, **Reptile Youth** and **Vaults**, as well as fashion films for **SHOWstudio** (including “Girl,” which she codirected with **Nick Knight**). The result of her collaboration with **Hercules & Love Affair** is an edgy, voguish visual element which pairs frenetic wide shots of dominatrix imagery with striking close-ups of fluttering eyelids and lyricizing candy-red lips.

In outlining her vision, **Nadal** explains: "I felt attracted to the track straight away. It was the mix of the club feel with the obvious dark vibe that made the song complex to me and pushed me to create layers to the images, merging the explicit and the abstract, the spiritual and the vain. I was very impressed by **Andy**'s choice of collaborators and the themes in his music – he stays away from clichés and goes on to explore without losing what makes his sound so attractive. **Andy** is an original and I'm honoured to have worked with him.”

Of **Nadal**’s work on the video, **Butler** explains: "I was very excited to work with **Rei** after reading her treatment and seeing some of her work – one collaboration with **Nick Knight** called "Girl" evoked the day-glo death rock of **Rubella Ballet** or **Strawberry Switchblade** – a sort of doom and gloom turned on its head. I knew she would visually evoke the twist that **Faris** and I had achieved with "Controller.” I am really proud and pleased with what she delivered!”

As with **Nadal, Butler** is no stranger to the fashion space, boasting a long history of fashion-forward videos including [*Do You Feel The Same?*](https://www.youtube.com/watch?v=JozUoRIbsEE) – a collaboration with designer **Bernhard Willhelm**; [*I Try To Talk To You*](https://www.youtube.com/watch?v=Jd-_gg7BlFg) – an award winning partnership with **ssense** and **David Wilson**; [*My Offence*](https://www.youtube.com/watch?v=Qx9MlX_86aM) – which generated a healthy dose of interest in fashion media; and [*Painted Eyes*](https://www.youtube.com/watch?v=kwloPvwSbXA) – picked up by **Chanel**.

“I've had some really humbling and special moments of intersection with fashion in my career,” **Butler** explains. “From writing music for established entities like **Chanel**, an institution whose visionary leader has such an enormous legacy, to being fortunate enough to have a legendary enfant terrible like **Bernhard Willhelm** direct the styling and costumery for "Do You Feel the Same?” But, it has been similarly rewarding working with individuals like **Rei** who are 'experiencing lift off’ – asserting their developing yet powerful voices or visions. I cannot wait to see how things develop for this burgeoning talent.”

“Controller” is the first single off **Hercules & Love Affair**’s long-awaited fourth studio album, slated for a July release by **Big Beat Records**.

**Connect with Hercules & Love Affair:**

<http://herculesandloveaffair.net/>

<https://www.facebook.com/herculesandloveaffair/>

<https://twitter.com/HerculesLA>

<https://www.youtube.com/user/HerculesALA>

<https://www.instagram.com/herculesandloveaffair/>

Download assets: <http://press.wearebigbeat.com/artists/herculesandloveaffair/>

**Press Contact:**

Jordan Danielle Frazes

Head of Publicity, Big Beat Records

Jordan.Frazes@atlanticrecords.com