

## *This is It!* – Nikki Lund



“This is It” is a slice of transatlantic dance performed by LA based songstress **Nikki Lund**. The track, recorded partly in London and completed in Los Angeles is a collaboration between rising star Lund and longtime hit writer **Lauren Christy** who has written songs for such renowned artists as Avril Lavigne, Rihanna, Shakira, Britney Spears and Katy Perry.

Bringing this beating heart of electro pop to fruition are dedicated hit makers Boutique, a collective formed by Justin Kielty, James Bailes and Joy Malcolm.

The unforgettable remix comes straight from the mind of Electronic house mix-wizard Bitrocka, who brought us sensational mixes for Pet Shop Boys, Kylie, Sugababes and Freemasons, among many more. With his provocative, tech house reworking of “This is It” the track is destined for late night dance floor rotation everywhere.

Lund is already a confident and accomplished artist in the world of fashion, running the successful clothing line Nikki Rich Clothing with rock icon and **Bon Jovi** star **Richie Sambora**.



“This is It” explores a captivating spectrum of styles and moods, while remaining distinctly individual and true to Lund’s distinctive vision throughout.

Through this mesmerizing pop sound, the team brings Lund’s gifted vocals and intelligent storytelling lyrics to life, with an engrossing narrative vividly powered by her dynamic and emotional range.

The different narrative threads coalesce seamlessly in Lund and Christy’s imaginative and

classy lyrics, forming a compelling and addictive pop-dance sensation.

*“I am so excited by the single, I have been performing as an artist on stage since I was 15-years-old, long before I met Richie Sambora,”* Lund says,

*“Richie is very supportive of my music career, and we have even recorded written some tracks together, so maybe my second release might have Richie on it, who knows!”*

The song is already getting plenty of radio play in the UK and is a runaway hit with European DJs in Spain, Germany and France.  
“This is It” is due for release end of July 2014.



**About Nikki Lund :** A California native, Los Angeles based fashion designer Nikki Lund has been widely recognized for her sophisticated, fashion-forward designs.

With a background in and passion for music, Lund spent years honing her songwriting skills and performing with the band Secret Mind before going solo. Simultaneously, Nikki joined the design team at Jill Stuart in an effort to sustain her interest in fashion.

In 2005, Lund launched the loungewear line Eccentric Symphony. Interest in the line, and her band, grew exponentially.

During this process, Lund also made her own stage clothes, attracting a growing audience for both her music and her sense of style – and catching the attention of fellow musician Richie Sambora.

What followed was the birth of White Trash Beautiful and Nikki Rich and a secure future in the worlds of music and fashion.

<https://soundcloud.com/workshy-records/this-is-it-nikki-lund-vs-boutique>



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