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WE ARE AVA – Not Another Valentine: A Synth-Pop Gem With a Playful Edge



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Swiss synth-pop trio WE ARE AVA strikes an emotional chord with their latest single, "Not Another Valentine," a standout track from their second album, Radix. Seamlessly blending heartfelt storytelling with infectious, folky pop elements, the song humorously yet poignantly captures the turmoil of navigating friendships that turn romantic.

Lyricaly, "Not Another Valentine" is equal parts playful and introspective. Lines like "Wanted more than I could ever give you. Minus a friend, hello dead-end," and "Told you not to cross the line," give listeners a glimpse into the frustrations of managing blurred boundaries without alienating those close to us. The track takes on these heavier emotions with a lighthearted musical arrangement that intertwines melancholic undertones with airy, uplifting moments.

This song holds special significance for the band, having been born out of an emergency. With only four days left before their album was due for mixing, the trio took production into their own hands, crafting a polished, heartfelt track that stands as a testament to their creative resilience.

Musically, "Not Another Valentine" stays true to WE ARE AVA's signature sound—an intoxicating mix of dreamy synths, dynamic beats, and Kim's velvety vocals. But this time, the production also carries an organic warmth and a pinch of rawness, showcasing the band's ability to balance technical precision with heartfelt artistry.

Why Not Another Valentine Stands Out

The song is not just a bop but also a story of independence and growth. The band's decision to self-produce this track demonstrates their confidence in their craft, further cementing their place as one of Switzerland's most exciting emerging acts.

With their second album Radix already making waves—landing in the Top 50 of the Swiss album charts—WE ARE AVA continues to captivate audiences with their signature mix of introspection and irresistible pop hooks.

Add "Not Another Valentine" to your playlist if you're craving a blend of infectious melodies and relatable lyrics. Whether you're on the dancefloor or reflecting on life's complications, WE ARE AVA has you covered.



Not Another Valentine

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