

# MUSIC



COACHELLA 2016  
ARTIST ZELLA DAY  
IN PALM SPRINGS

Vintage shirt by PIERRE CARDIN from MITCHELLS PALM SPRINGS; vintage plaid pants and orange leather jacket, both from POSSESSION VINTAGE in Los Angeles; vintage scarf, stylist's own; silver & turquoise rings, Zella's own

# Day Break

PHOTOGRAPHY BY HAILLEY HOWARD || WARDROBE STYLING BY BRITTNY MOORE || HAIR & MAKEUP BY CHRISTINE NELLI FOR EXCLUSIVE ARTISTS MANAGEMENT USING TARTE COSMETICS || LOCATION COURTESY OF BILL STEWART & JOE GYORI VIA TTK REPRESENTS || CAR COURTESY OF CHRIS MENRAD

Singer-songwriter **ZELLA DAY** is at home in the desert. The 21-year-old hails from the tiny town of Pinetop, Arizona, where she began playing music at an early age, influenced by folk singers and spurred on by an encouraging family. After moving to Southern California four years ago and making music that included a cover of the White Stripes' "Seven Nation Army" that racked up views on YouTube and a four-track EP showcasing her songwriting chops, Day released her debut full-length studio album, "Kicker," in June 2015 to critical acclaim. Her relatable, emotion-filled lyrics fuse with melodies that span from rock to pop to folk, and she looks every bit the part of a star, with stunning beauty and an edgy, '70s-tinged fashion sense. This year marks her first time taking to the Coachella stage, bringing her back to the desert for a monumental step in her musical career.









Vintage yellow star tank and gym shorts, both from **PLEASE AND THANK YOU STORE**; vintage sunglasses from **MITCHELLS PALM SPRINGS**; vintage brown leather conch belt and silver & turquoise rings, Zella's own

## **ZELLA IS SUCH A GREAT NAME — IS THERE A STORY BEHIND IT?**

My parents got married in a small coal mining town in Arizona called Jerome that is built into the side of a mountain. While they were there picking out exactly where they wanted the ceremony to be, they ended up wandering into the small history museum of Jerome. My mother picked up one of the photo albums and started sifting through the pages until she landed on the year 1842 when the main coal miner's wife was named "Zella." My name had been found.

## **HOW DID YOU GET YOUR START IN MUSIC?**

I started playing music in my grandmother's coffee shop when I was nine years old which lead me to writing my own material at 12. I wrote and recorded an album by the time I was 13 with no doubt in my mind that music was to be my career. I was lucky enough to meet people along the way that supported my vision; I was so young at the time that I needed adult support to further myself in the industry. It's a blessing that I've gotten to focus primarily on my music, I owe a lot of my success as a musician to the family of people who believed in me.

## **YOUR SOUND, IN A FEW WORDS?**

Organic. Pop. Rock. Psychedelic.

## **WHO WOULD YOU SAY ARE YOUR BIGGEST MUSICAL INFLUENCES?**

At the moment I'm listening to the Zombies and Stevie Nicks on repeat. You can hear whispers of them in the new music I'm currently writing.

## **YOUR 2012 COVER OF THE WHITE STRIPES' "SEVEN NATION ARMY" PUT YOU ON THE MAP MUSICALLY — WHAT MADE YOU CHOOSE THAT SONG?**

It was a happy accident. I was in the studio with a good friend of mine recording guitars when we started talking about the White Stripes. All of a sudden he was doodling around with "Seven Nation Army" and

I was singing along. My producer stopped us immediately to have it recorded in the live room. The final recording is only the second time we played the song through.

## **HAS MAKING THE MOVE FROM ARIZONA TO CALIFORNIA IMPACTED YOUR MUSIC?**

I was impacted immensely by moving my life from Arizona to California. All of a sudden I wasn't the only young person seriously pursuing music. I was surrounded by beautiful artists that inspired me to create to the best of my abilities and still do to this day.

## **WHAT DOES YOUR SONGWRITING PROCESS LOOK LIKE?**

It's always different. On tour my songwriting process looks like an empty hotel room, guitar in the van, writing an arrangement in my head. At home it looks like a coffee table, note pad, my Gibson guitar in my lap. In the studio it looks like a drum beat, a song title and a piano progression.

## **WE LOVE YOUR FASHION SENSE — HAVE YOU ALWAYS HAD A STRONG SENSE OF STYLE? WHO ARE YOUR FASHION ICONS, PAST AND PRESENT?**

I've always had a strong sense of self. The only difference is that now I have access to all of the most amazing clothing here in L.A. I can finally express myself freely without any restrictions. In Pinetop, Arizona, there were no vintage clothing stores nor was there a mall of any type. I've made it a habit now that I live in the city to attend the flea markets every Sunday on the hunt for precious pieces. My style icons would be Stevie Nicks, Mick Jagger and Kate Moss.

## **DO YOU HAVE A FAVORITE PIECE OF CLOTHING OR ACCESSORY?**

My favorite piece that I own is a customized golden snake ring that was made for me by my producer's wife Alison. The ring is victorian gold with two Indian diamonds set as the snake eyes. It wraps around my finger like the slithery creature it was made to be.





**TAKING THE STAGE AT COACHELLA IS A PRETTY EPIC STEP IN AN ARTIST'S CAREER THESE DAYS. ANY THOUGHTS ON REACHING THIS MILESTONE AND THE JOURNEY THAT LED YOU HERE?**

It's affirmation for me and everyone in my team. As an artist pouring everything I have into this journey, I need these moments to validate the progress. Coachella isn't just a milestone, it's a new chapter.

**DOES YOUR APPROACH TO PERFORMING A FESTIVAL SET DIFFER FROM A MORE TRADITIONAL SHOW?**

No way. I still walk off alone doing vocal warm ups and come back to make all of the boys do jumping jacks with

**LEFT:** Vintage slip dress by JOHN NORMAN from MITCHELLS PALM SPRINGS; vintage robe, Zella's own; hair styled with vintage flower earrings from THE FINE ART OF DESIGN in Palm Desert

**ABOVE AND RIGHT:** Vintage gold metal mesh top by PACO RABANNE from MITCHELLS PALM SPRINGS; white jeans by DITTOS via JANEY LOPATY; vintage gold hoop earrings from MITCHELLS PALM SPRINGS; brown suede platforms, brown leather belt and silver & turquoise rings, Zella's own







A full-page photograph of a woman with voluminous, curly blonde hair and blue eyes. She is sitting on a light-colored surface, possibly a ledge or wall, with her legs crossed. She is wearing a bright blue, sleeveless jumpsuit with a halter-style neckline. The jumpsuit has a wide, gold-colored chain belt around the waist. She is also wearing a large, square, black ring with a blue and white circular design on her right ring finger. On her left wrist, she has a gold and red bangle. The background is a bright, out-of-focus outdoor setting with greenery and a clear sky.

Jumpsuit by NIKI-LU, gold  
belts, blue & turquoise  
ring, all vintage from  
**MITCHELLS PALM  
SPRINGS**; gold & red  
bangle, Zella's own



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**THIS PAGE:** Striped top by MISSONI, white flared pants with ric rac, yellow head scarf, multicolored bracelet, all vintage from MITCHELLS PALM SPRINGS; silver & turquoise rings, Zella's own

**ACROSS:** Pink pants from JANEY LOPATY VINTAGE; scarf top and beret from PLEASE AND THANK YOU STORE, both Zella's own

me. The only difference is preparing for the heat. I'll usually stick ice cubes in my mouth before taking the stage. Slobbery and cold, it's perfect.

**IS THERE ONE SONG YOU ARE MOST LOOKING FORWARD TO PERFORMING AT COACHELLA?**

I've recently written a new song called "Tigra" and it's just what I need to make the crowd feel sexy. Tigers and tambourines, what could be better?

**WHAT'S IN THE PIPELINE RIGHT NOW? ARE YOU WORKING ON ANY PROJECTS OUTSIDE OF MUSIC?**

I am currently designing a line with Cleobella that will be distributed through Revolve in July. The collection consists of some of my vintage pieces that I have replicated and also custom designs made straight from me for your wardrobe. I'm doing the entire creative direction, which means I will be shooting the campaign in May.



