

Style Muse Zella Day Takes To Rough Trade Stage Tonight



"I grew up in the mountains," recalls 21-year-old, Arizona born singer-songwriter Zella Day, "and my parents owned a coffee shop called Mor Mor Coffee. On Fridays they had open mic, so I was lucky to be around really good musicians."

Major fashion mags have gushed about her organically cool, 70s-boho-chic style, which she describes as "Jane Birkin meets quintessential flower girl." But more significantly, of course, her music has been captivating audiences from coast to coast—including a very well-received performance at this year's Coachella. Her evocative, retro-West-Coast indie folk is all the more affecting for her fiery, expressionist vocal style.

She'll take the stage at Brooklyn's Rough Trade tonight, 8pm, as part of the burgeoning, and much buzzed about [Steve Madden Summer Music Series](#) (which has already featured the likes of XYLØ and The Kills). Madden himself explains of the impetus for the series, "I've always been a music person, I listened to a lot of music as a kid. So I started Steve Madden Music as a new way to engage with our audience."

Day has been riding high, with songs in two recent major films (*The Divergent Series: Insurgent* and *The Finest Hours*) and billing at this year's [Lollapalooza](#). She is also planning to release a new album this fall, so her fans can surely expect to hear some new tunes at the Rough Trade show tonight. But she's also just, "looking forward to being back in Brooklyn where my little sister lives, so that we can have a beer before the show."

