

Forbes

The Next One Direction? Meet These Three Boy Bands On The Rise

New Hope Club



Making waves across the pond are foursome New Hope Club, the U.K. trio composed of Reece Bibby, Blake Richardson and George Smith who provide a more acoustic alternative to Why Don't We. Compared to Why Don't We, they have higher reach on Twitter (around 77,000 followers) but fall a bit behind on Instagram (137K).

Where New Hope Club seem to perform best is YouTube, where they recently crossed over 100,000 subscribers. It's here that they frequently post their acoustic covers of pop songs from Justin Bieber and, yes, One Direction. Their most popular video so far is their take on Ed Sheeran's chart-topping "Shape of You," with just over 400,000 views. But they aren't putting out just covers; they've also released original music after since signing to Steady Records, the record label started by British pop-rockers the Vamps. Original song "Perfume" has racked up approximately 340,000 views to date on YouTube.

Most importantly, she recorded “History.”

It's a perfectly summery pop song in the mold of “[Cheerleader](#)” and “[Sorry](#).” Maybe too similar to some. While “History” is missing the signature production element of those past few years’s big hits — no sultry sax or dolphin noises — the beat is pretty and Holt is a more-than-capable vocalist for such a catchy series of hooks. In writing this, I started to type out the chorus, but it was so long and delightfully winding that it'd take up a whole paragraph.

First released last August on Disney’s Hollywood Records as part of [her debut EP](#), “History” has slowly been gaining traction over the past few months. The music video from November is creeping toward 5 million plays, and the track had passed 70 million plays on Spotify. It hit radio on April 4 and has reportedly cracked pop radio’s top 65, [according to Headline Planet](#); Holt [appeared on the *Today* show](#) earlier this month, too. When I saw a movie in New York this past weekend, I heard the song once in the lobby on the way in and once on the way out.

And I loved it.