Observer





Zsuzsanna Eva Ward, or ZZ Ward, brought her powerhouse vocals – and nod to the likes of Aretha Franklin, Tina Tuner and Etta James – to the contemporary blues scene in 2012 with her debut full-length album, Til the Casket Drops, which included a collaboration with Kendrick Lamar. Her sound doesn't play by the rules of traditional rhythm and blues, and that's what's allowed her to appeal to such a broad audience. Although she sticks to some typical pop music tropes, ZZ Ward's music is infectious and genuine.