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WHO WE ARE

*Africa's First Studio & Artist Development Hub
for Women in Music*

Pretty Loud is a **female-founded, female-run creative space** redefining the music industry from the ground up. We're not just a studio — **we're a movement, a platform, a safe space, and a catalyst for change.**

Based in **Cape Town, South Africa**, Pretty Loud is the first of its kind on the continent: a **music ecosystem created by women, for women**. Through our artist memberships, studio access, creative workshops, and live experiences — we're building a pipeline of female talent and giving them the tools, network, and support to thrive.

Whether she's just starting out or ready to go global, **Pretty Loud gives every woman in music a seat at the table — no gatekeeping, no compromise.**

You go girl



Be yourself

Pretty Loud

**“Pretty Loud gives *every* woman
in music a seat at the table”**





*What we offer



Memberships

Monthly subscription models that offer artists flexible access to studio time, rehearsal space, workshops, industry Q&As, content creation zones, and performance opportunities — all while keeping their independence.



Studio & Content Space

A professional, vibey, industrial-chic space with rehearsal areas and content-ready setups for TikToks, music videos, photoshoots, and more.



Music Production & Songwriting

We work with some of the best producers in the country to deliver high-quality production services — empowering artists to create world-class music on their own terms. Our monthly songwriting camps bring together writers, artists, and producers to collaborate, learn, and create magic.



Community

At the heart of Pretty Loud is a powerful sense of community. From monthly songwriting camps and content days to mixers and pop-up events, we're building a culture of collaboration, encouragement, and support. This isn't just a workspace — it's a sisterhood.



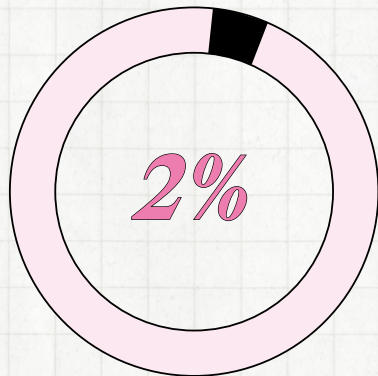
Live Events & Showcases

From curated listening parties to intimate performance nights and larger showcases, we bring our artists to the stage — and into the spotlight.



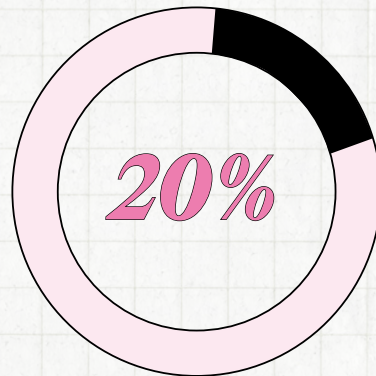
WHY IT MATTERS

BRIDGING THE GENDER GAP IN MUSIC



ONLY 2% OF MUSIC PRODUCERS ARE WOMEN GLOBALLY.

We can do better



LESS THAN 20% OF PERFORMING RIGHTS ROYALTIES IN SA GO TO WOMEN.

MENTORSHIP AND REPRESENTATION ARE CRITICALLY LACKING.

MOST FEMALE ARTISTS LACK ACCESS TO SAFE, SUPPORTIVE, HIGH-QUALITY STUDIO SPACES.

LIVE LINEUPS ACROSS SOUTH AFRICA REMAIN OVERWHELMINGLY MALE-DOMINATED.

Time to make a change



Pretty Loud is built to change that.

We're not just closing the gap — **we're blowing the whole system wide open.** Our model gives women what the traditional industry hasn't: access, ownership, community, and visibility. We believe a more diverse, inclusive music industry doesn't just sound better — **it performs better, too.**

How to get involved

Space Collaboration

Product placements, content shoots, co-branded sets — **our studio is your canvas.**

Media Partnerships

Collaborate on content, press coverage, or campaign amplification — help us tell our story.

Pretty Loud Launch Event

(August 2025) – Sponsor our big moment through **venue elements, product placements, or curated gift bags** for press, artists, and influencers.

Program Sponsorships

Sponsor a writing camp, workshop series, showcase night, or monthly content day and **align your brand with the next generation of talent.**

Open Collaboration

We're open to working with anyone in the music industry who shares our mission. **From studios to tech to wellness brands — if it's a good fit, we're in.**

Industry Partners

Want your gear in our studios? Let's talk. We're open to equipment sponsorships, brand placements, product integration, and co-branded experiences that **put your brand directly into the hands of artists shaping the future of music.**



WOMEN SUPPORTING WOMEN

The Founders

MEET THE WOMEN BEHIND THE MOVEMENT

ERIN ELLIOT

FOUNDER/ARTIST/CREATIVE ENTREPRENEUR

Erin is a signed songwriter with Sony Music Publishing and one of South Africa's most dynamic emerging voices — both on and off the stage. In just two years, she's built a name for herself as a powerful songwriter with strong connections in Nashville and the US, and was the first to bring the Song House concept to Africa. Beyond the music, Erin runs a successful creative business, making her a force in both the business and artistic worlds. She brings vision, strategy, and bold energy to Pretty Loud — redefining what's possible for women in music.



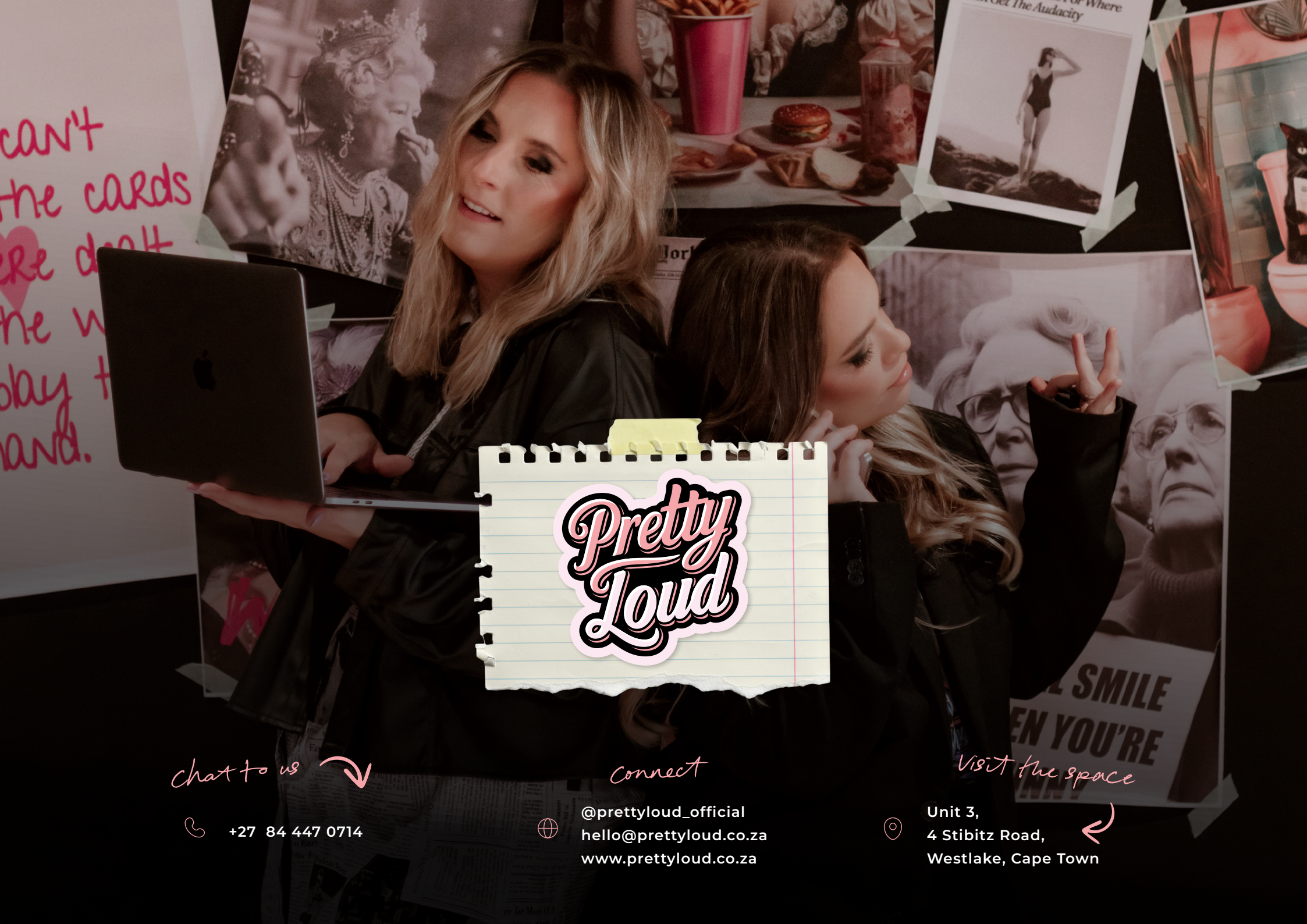
AMY TJASINK

CO-FOUNDER/ARTIST/SONGWRITER

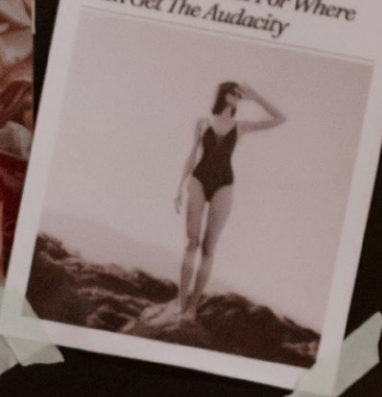
Amy is an accomplished South African musician and songwriter, widely recognized for her standout run on The Voice SA. With years of international songwriting experience and success across Europe, she's built a reputation for blending heart, talent, and hustle — and she's just getting started. As co-founder of Pretty Loud, Amy brings her global perspective, musical excellence, and deep belief in creating space for women to rise and be heard.

Together, we're an unstoppable force.

Erin and Amy are rewriting the rules of the music industry — not just for themselves, but for every woman ready to own her sound, her story, and her future. Pretty Loud is more than a business. It's a movement. And this is only the beginning.



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chat to us ↘

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connect

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visit the space ↙

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