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create, grow, and shine - all under one roof.



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.



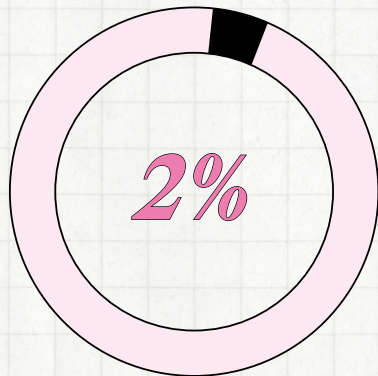
Live Events & Showcases

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



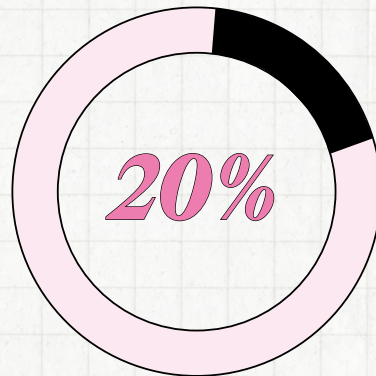
WHY IT MATTERS

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.

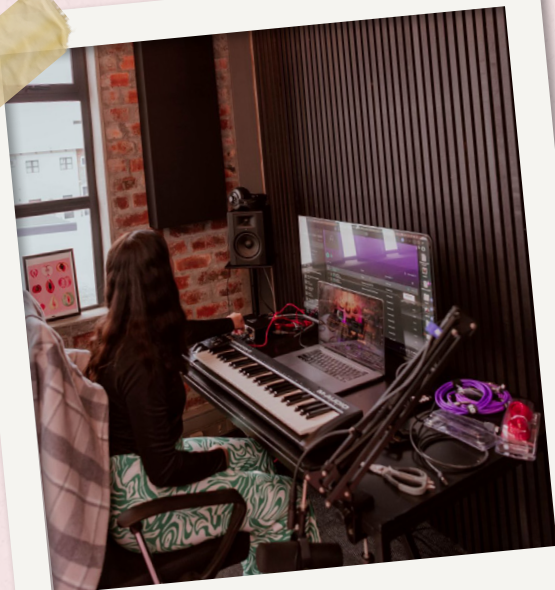
Time to make a change



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.**

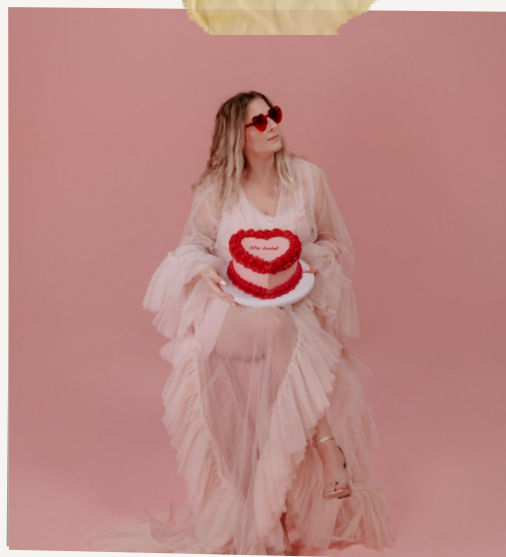
THE STUDIO



STUDIO A + B

Two fully equipped, high-quality recording studios built for clarity, creativity, and serious sound. Built for writing days, vocal sessions, and everything in between.

Capture content that pops. Our clean white infinity wall and curated photo corner are made for scroll-stopping visuals and easy shooting days.



CONTENT BOOTHS



BAR + CAFÉ AREA

Refuel, reset, and network like a pro. Our bar and café zone is perfect for midday bites, post-session hangs, and spontaneous collabs over coffee.

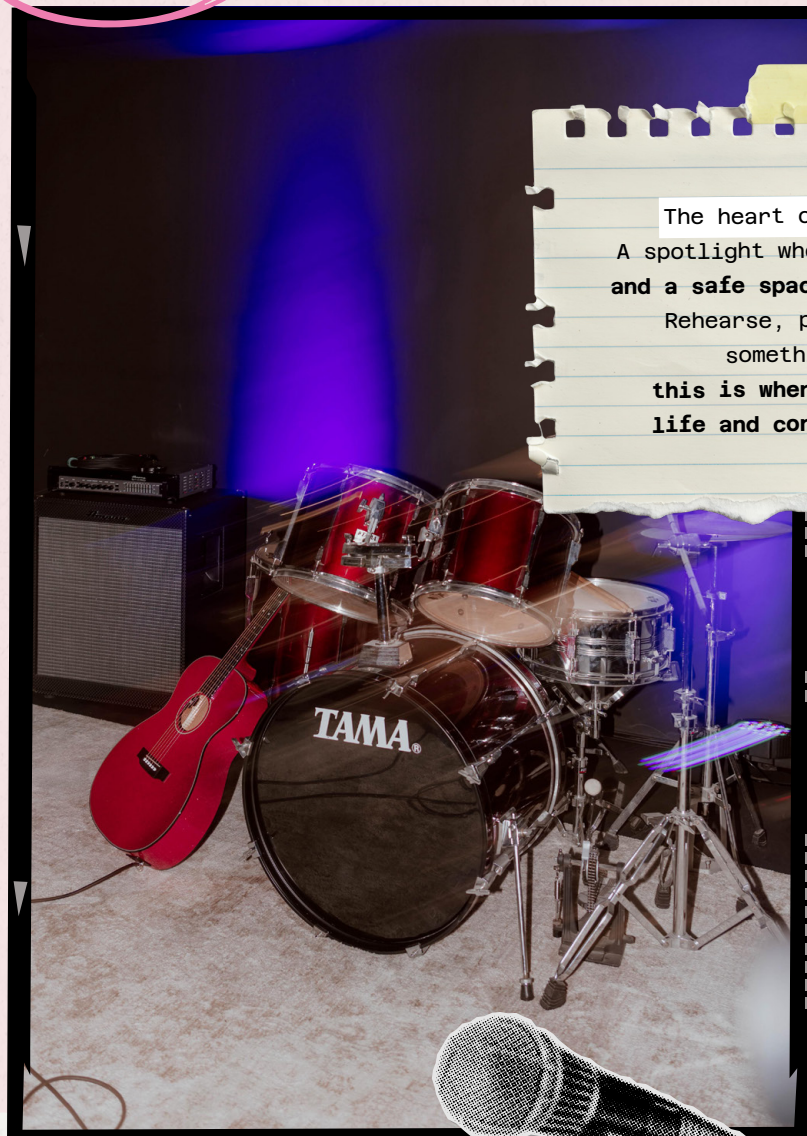
THE STUDIO



WRITING NOOKS EVERYWHERE

↪ Ideas don't wait — and neither should you. Cozy up in one of our writing nooks scattered across the space and let the songs come to you.

*THE STAGE *THE STAGE *THE STAGE



The heart of Pretty Loud.
A spotlight when you're ready —
and a **safe space** when you're not.
Rehearse, perform, or try
something new —
this is where ideas come to
life and confidence builds.

Our Services

01 STUDIO & SOUND

A professional studio space designed with women in mind — safe, supportive, and fully equipped to bring your sound to life.

MUSIC PRODUCTION

Work with some of SA's top producers to shape your sound — from voice notes to final mix.

STUDIO HIRE

Just need a space to write, record, or experiment? Our studio's ready when you are.

SONGWRITING & SYNC

Co-writes with incredible writers and real opportunities for sync deals.

WRITING CAMPS

Creative camps that bring artists together to collaborate, connect, and create.

02 STAGE & SPOTLIGHT

A fully equipped stage space for standout rehearsals, intimate showcases, and live events — complete with pro lighting, sound gear, backdrops, and all the good vibes. Safe, secure, and built for women to perform with confidence.

REHEARSAL SPACE

Book a fully equipped space to rehearse solo or with your band.

SHOWCASES

Pretty Loud Presents: intimate gigs that spotlight emerging talent.

WORKSHOPS & PANELS

Q&A's, panels, and masterclasses with artists and industry pros.

GET LOUD
WITH US



Our Services

03

CONTENT & PROMO

We don't just help you make the music — we help you take it to the next level. From styled content booths to pro lighting and curated spaces, our space is built for visuals that match your sound. Plus, with services like radio plugging and brand development, we've got your rollout covered too.

CONTENT BOOTHS

Create scroll-stopping content with our pro lighting, styled sets, and curated props

PERFORMANCE SHOTS

Record live-style performance videos **in studio or on our stage** without the pressure of an audience

RADIO PLUGGING

We pitch your music to the right stations and tastemakers to help it get heard

04

COMMUNITY & GROWTH

Real support, practical tools, and a strong creative community — built to help you grow without losing your spark. Whether you're just starting out or levelling up, our memberships, courses, and resources are here to guide your next move.

MEMBERSHIP

Discounted rates for services, exclusive access to our monthly events, cowrites and artist community.

ONLINE COURSES & TEMPLATES

Learn the music biz, marketing, release strategy and more — with tools designed to help you move forward.

 Built for women by women

THIS ISN'T JUST ACCESS. IT'S BELONGING. IT'S A SEAT AT THE TABLE. IT'S YOUR NAME ON THE LINEUP.
IT'S YOUR MUSIC, MADE LOUDER — WITH US BESIDE YOU. IT'S YOUR MUSIC, MADE LOUDER — WITH US

*The Membership

R499/MONTH

WHAT'S INCLUDED?

Whether you're just starting out or leveling up, this membership gives you access to everything you need to grow your craft, your confidence, and your career — **surrounded by a crew that gets it.**

MEMBER RATES

Get major discounted rates on **all our studio services** — from rehearsals and music production to radio plugging — plus priority access for bookings.

MONTHLY EVENTS

Get exclusive access to intimate workshops, live industry Q&A's, and showcases where real pros share real tools — **no gatekeeping allowed.**

MONTHLY CO-WRITES

Meet your people. Write with fellow members in guided co-writing sessions that spark ideas, collaborations, and genuine connection.

CONTENT CREATION DAYS

Once a month, we get together to shoot, support, and hype each other up. **Need a new profile shot, reel, or BTS footage? We've got you.**

PARTNER PERKS

From fashion to wellness to music tools — **get exclusive discounts** with our Pretty Loud brand partners.

MONTHLY EMAILER

Receive curated resources, helpful templates, content strategies, and real talk from women doing the thing — straight to your inbox.

PRETTY LOUD ISN'T JUST A STUDIO — IT'S A SISTERHOOD. A COMMUNITY BUILT BY WOMEN IN MUSIC, FOR WOMEN IN 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.



Pretty Loud

Connect with us

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