

Asha Gold Returns With Naïve



Asha Gold starts 2021 with her single “Naïve” a low-key mood about an undefined relationship. Gold penned the song in 2019 and worked with Mitch Jones to complete it. Here is what she says in a statement about “Naïve”:

“I wrote Naïve with Mitch Jones at the end of our very first session. The lyrics just fell out and within an hour we had the song” the verses were almost a freestyle when I was recording them. It’s about the ultimate confusion when someone is giving you mixed signals to the point where you begin to wonder whether they’re doing the same thing with somebody else! When a situation is not progressing, efforts are not reciprocated, and it’s all talk and no action, it feels like it’s more headspace than it’s worth.”

The beat began as an 808 pattern but we felt it was too conventional, so we replaced everything with these whacky percussion samples which have become integral to my sound and its uniqueness” it’s a song full of surprises.”

Gold sings as if she is falling into an emotional abyss but the celestial drum sounds stop her voice and her symbolically from disappearing into the atmosphere and confusion.