

SARAH JAFFE

"A major new talent."
- **Austin Chronicle**

"Jaffe is blessed with both a trenchant lyrical pen and a vocal instrument perfectly suited to mainlining her effortlessly crafted, heartbroken tunes straight to the soul."
- **Paste Magazine**

"Great songwriters bring together two things...the ability to relate to people's daily lives and the wisdom to express emotions in new and powerful ways...Sarah Jaffe passes both tests. Jaffe conflates the personal and the spiritual."
- **NPR**

"Sarah Jaffe is a distinctive talent in a state teeming with troubadours. Her ruminative tunes can knock you flat and make you weep."
- **Star Telegram**

"Sarah Jaffe's early afternoon set found the Denton, Texas singer/songwriter working her way through a set of gentle, slowly building country songs marked by a sense of determination. "I never look down and I never let go," she sang during one song, and the music's steady build and slow simmer served as the perfect complement."
- **Rolling Stone**

"The evening's biggest ovation came on the opening notes of "Even Born Again." It was as if Led Zeppelin had started "Stairway To Heaven."
- **Dallas Observer**

"One listen to 24-year-old Texas native Sarah Jaffe's music and you'll feel like you've known her for years...with lyrics so intimate you'll feel like you've read her diary and a focus on her lovely, smoky voice (as if she's whispering directly into your ear)."
- **Magnet**

“Remember Cat Power back in the day, all she had was her depressing lyrics and a guitar? That is pretty much Sarah Jaffe, except Jaffe includes musical compositions that resemble Neutral Milk Hotel. I know, right? Awesome.”

- WKNC

“Best thing I heard: I've been digging the debut from a young singer/songwriter out of Texas named Sarah Jaffe. Go to MySpace right now and hear Before You Go.”

- USA Today Pop Candy

“If you're even remotely alive/awake, (this will) knock you flat on your ass. Jaffe's voice is the best instrument I've heard in a long, long time. Superlatives and hyperbole run out quick when you listen to Jaffe: her tone is gorgeously clear and dynamic and, amazingly, conveys perfectly this mixture of openness and being guarded. Seriously: the last time I was this excited about a new singer was, I don't know, a decade ago, hearing Richard Buckner for the first time (let's be fair: I've dug Throw Me the Statue and Bon Iver and Ritter and Spoon and everyone else, but in terms of just pure singing power? In terms of voice? It's not even close).”

- Corduroy Books

“At some points, you feel as if music this charming and accessible could lead Jaffe to mass popularity; at others, you get a protective sense that songs this personal and individual will only ever engender a following of fervent devotees whispering Jaffe's greatness in an awed hush.”

- About.com Alternative Music

“Suburban Nature, Sarah Jaffe's full-length debut, announces the Denton, Texas-based musician's arrival as a force on the folk-pop scene in a big way, offering up 13 gems that could make even a hardened critic start throwing around terms like “the next big thing.”

- American Songwriter

“A startlingly assured debut from a young woman who appears to have much to say.”

- Blurt

“For a 24-year-old singer who's just releasing her first full-length album, she's got a knack for reflecting on the past with the benefit of clear hindsight. “Clementine” may wind down to an easygoing conclusion, but Jaffe's immensely promising career is just getting started.”

- NPR

"I suggest that you roll over to Sarah Jaffe's website, where you can hear three songs off of her new album, Suburban Nature, and oh my are they gems. It seriously took one listen for her soulful lyrics, buttery voice, and overall feel to win me over."

- Seattle Subsonic

"If you are a fan of indie-folk and haven't heard of singer/songwriter Sarah Jaffe yet, you owe it to yourself to listen to her stuff."

- Denver examiner

"It's worth noting that the Texas singer-guitarist reveals more intelligence and thoughtfulness than most mellow songwriters."

- LA Weekly

"Last night I went to see Sarah Jaffe, a Texas-based singer-songwriter I've been listening to a lot lately. The moment I heard Jaffe's first full-length album, Suburban Nature, I knew she was on the verge of bigger things. I left feeling like I'd experienced A Moment, and I have a feeling it won't be my last SJ show."

- USA Today

"Sarah Jaffe just released 'Suburban Nature,' her first album, and it pretty much blew my mind on the first listen. At 24, she sings and writes songs like a songwriting veteran, not someone who just started her career. It's not every day that I immediately fall in love with an artist, but Jaffe is one of those singer-songwriters who you just can't deny."

- Metromix St Louis

"Sarah Jaffe opened Tuesday evening's Norah Jones show with an acoustic set that hushed the hall within her first few guitar strums."

- Des Moines Register

"Her songwriting belies her age, and her voice sucks listeners in with both its obvious warmth and subtler quirks. Songs like the first single "Clementine" will plant themselves in your head until you simply relent and become a fan, so don't fight it. Embrace Jaffe and her music, starting now."

- Salt Lake City Weekly