

Chloe Bailey Dominates SXSW Stage With Powerful Vocals, Upbeat Anthems

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Written March 2023 for Music Journalism course

Images of a gleaming stained glass window illuminated the dark theater as a surging bass hummed beneath the eager crowd. Quiet intensity loomed through the air as Chlöe Bailey looked out to the crowd — a vision of power in black and red latex.

As her rich alto emanated a calm fury on her most recent song “Take it to Church,” it became clear she held the audience in the palm of her hand. This confidence and strength persisted throughout the R&B singer’s set at the ACL Live at The Moody Theater stage on March 17 for the Rolling Stone Future of Music SXSW Showcase.

The 24-year-old musician began her 26-minute set strutting on stage and instructing fans to sing “booty so big” after her, before jumping into her first solo single apart from Grammy-nominated sister R&B duo Chloe x Halle, “Have Mercy,” immediately dominating the space. Bailey maintained this momentum throughout the set, igniting the crowd with flashy and fierce dance routines to upbeat self love anthems such as “Treat Me” and Chloe x Halle’s “Ungodly Hour” hit “Do It.”

Bailey showed off her silky belt and vocal agility with effortless transitions to different registers of her voice over a gritty trap beat with “For The Night.” This song kicked off a trio of sensual tracks mid-set that spotlighted the singer-songwriter’s ethereal breathy falsetto on a bed of lush harmonies, casting a haze of lust and desire upon the audience. The show’s mellow closer “Cool People,” a deep cut from Chloe x Halle’s 2018 sophomore album “The Kids Are Alright,” left Bailey’s hypnotic, siren-like croons floating through the audience.

Ahead of her solo debut “In Pieces” releasing on March 31, Bailey left with the SXSW audience wrapped around her finger, proving she can command a stage all by herself.

Chlöe Bailey’s Setlist at Moody Theater, March 17, 2023

“Have Mercy”

“Do It”

“For The Night”

“Surprise”

“Freak Like Me”

“Treat Me”

“Pray It Away”

“Cool People”