

Coco Jones Emerges as Next R&B It Girl With Triumphant SXSW Debut

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Golden light soaked Coco Jones as she swiveled her hips to the catchy tune of “Spend It” while her long loosely curled hair bounced behind her.

I don't have much but I'd spend it on you

As she finished the chorus, she pointed to a man standing at the barricade before sending him a flirty glance through her batted eyelashes and danced away with a coy grin. Everybody around him erupted as he stood silent with a dazed look in his eyes and a dopey grin stretched across his face.

The up-and-coming R&B “it girl” left that deliriously happy spell on the entire crowd at Rolling Stone’s Future of Music Showcase at ACL Live at Moody Theater on March 17. Unleashing decadent and passionate vocals, candid moments of vulnerability between songs, sensual slow jams and bold self-love anthems, Jones’ 28-minute cull of her 2022 debut “What I Didn’t Tell You” felt good for the soul.

Opener “Double Back” showed off the 25-year-old singer-songwriter’s vocal prowess, especially on her extended improvisation of SWV’s “Rain” sample, with her smooth belt and her sugar-coated falsetto. On more sexy and euphoric upbeat tracks “Crazy for Me,” “Spend It” and “No Chaser,” the California-based actress showered the audience in her silky tone while delivering a dynamic performance that set the crowd on fire as she swaggered across the stage with a glowing grin.

Radio hit “ICU,” made for a powerful closer with heart-wrenching emotion swirling through every note. Her voice soared during soulful belts and flowed like water during intricate runs all while the audience sang along word for word. As the last notes of an ending electric guitar solo echoed through the theater, the audience lingered in the haze and magic of Coco Jones.

Coco Jones Setlist at ACL Live at Moody Theater, March 17, 2023

“Double Back”

“Headline”

“No Chaser”

“Caliber”

“Crazy For Me”

“Spend It”

“ICU”