

ELINDA

BIOGRAPHY

One of Sweden's most powerful adult contemporary vocalists, ELINDA is a pop and soul artist who has performed on stages around Europe, the U.S. and Asia and is making her long-awaited U.S. live debut in October 2018. Known for her faithful covers of songs by ABBA and her demo vocals for Celine Dion, ELINDA's sound is an explosion of positivity in music – pure joy and glowing with an exuberance that's infectious.

ELINDA is Linda Östergren Frithiof, a multi-talented stage performer and recording artist who comes from the small island of Ekerö, west of Stockholm, and began her career as a trained dancer graduating from the Lasse Kühler Dansskola School and the Ballet Academy, one of Scandinavia's leading dance schools. Quickly recognized as a commanding singer as well as accomplished dancer, she performed at nightclubs and cabaret venues, and traveled widely to sing and dance at vacation resorts, on cruise ships and at corporate events. ELINDA has performed for a televised audience of more than 100 million and for the Swedish Armed Forces Entertainers, a hotbed of the country's best music talents entertaining Swedish troops at home and abroad, including in Afghanistan.

She performed as a backup singer for major Scandinavian stars Magnus Uggle, Markoolio E-Type, Shirley Clamp, Martin Stenmarck and Charlotte Perrelli and American Lutricia McNeal, and sang vocal demos for Celine Dion. At the same time ELINDA was honing her skills as a songwriter, collaborating with writers such as Leif Larsson and Anders Borgius for Swedish artists Björn Skifs and US singer and actor David Hasselhoff.

ELINDA's theater roles in Stockholm included Sally Bowles in Cabaret and Joanne in RENT and she took her consummate theatrical talents into the realm of tribute performance, joining The Original Band – The ABBA Tribute, produced by famed Swedish saxophonist Johan Stengård, whose Jazz Big Band she had been singing with. The Original Band – The ABBA Tribute is comprised of many musicians who played with ABBA on their albums and world tours. With her strong, soulful pop style, ELINDA was offered the role of Agnetha, and in addition to singing, she was involved in casting, choreography and scripting for the show, which tours around Sweden, has performed several times in China including in front of a televised audience of more than 100 million viewers for the Chinese New Year broadcast, and has recorded with the Norrköping Symphony Orchestra.

As established as ELINDA is in Sweden, her influences are largely the great pop and soul vocalists of North America, such as Celine Dion, Whitney Houston, Chaka Khan, Prince, Justin Timberlake, Beyonce, Alicia Keys, Bruno Mars and Ariana Grande. Inspired not only by their vocal styles but also their fully staged shows, ELINDA was ready to launch a solo career in the same vein. She established her record label, Breaking Records, collaborating with her husband, Swedish producer Mikael Frithiof, to write and produce original material, and has released her debut solo album SUPERWOMAN, which is a reflection of her diverse career and her personal journey as an artist and mother of five. The first single from the album, "Superwoman," was written with Adrian Davinski and its follow-up "BAM" was written with Johan Landqvist. Other singles "Dance With Me" and "Don't Want To Know" showcase the album's range from powerful pop to tender ballads.

ELINDA is excited about launching into the U.S. market and to shine a light for other women who have been waiting to take their own steps into the spotlight, whatever their paths are. ELINDA was one of the women who sang on Sweden's official #MeToo song, "Whatever They Say", and as a sailing enthusiast, she is active in the organization She-Captain, empowering women to take the helm at sea.

"We all have a superwoman within us as we strive forward every day," says ELINDA. "We fall to then get up again and continue. I sing for us all – lonely mothers, women in the boardroom, or the bullied girl in the class. All women who do their thing in the headwind. Maybe I'll write a song called 'Superman' too, but right now I want to strengthen all women in their struggles."