

Popkiss: The Life and Afterlife of Sarah Records

Sarah Records was a legendary indiepop label that defined a generation. With its unique blend of twee pop, jangly guitars, and heartfelt lyrics, Sarah released some of the most iconic albums of the 1980s and 1990s. Bands like The Field Mice, The Orchids, and Heavenly all found a home on Sarah, and their music helped to define the sound of the era.

Popkiss: The Life and Afterlife of Sarah Records is the definitive oral history of the label. With over 100 interviews, Popkiss tells the full story of Sarah, from its humble beginnings to its unlikely rise to international fame and its eventual demise. Featuring exclusive photographs and memorabilia, Popkiss is the ultimate insider's guide to one of the most influential labels in independent music history.



Popkiss: The Life and Afterlife of Sarah Records

by Michael White

★ ★ ★ ★ ☆ 4.6 out of 5

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Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 297 pages

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The Early Years

Sarah Records was founded in 1980 by Matt Haynes and Clare Wadd in Bristol, England. The label's first release was a single by The Field Mice, and it quickly gained a following among fans of indiepop. Sarah's early releases were characterized by their lo-fi sound and jangly guitars, and they often featured songs about love, loss, and heartbreak.

As Sarah's popularity grew, the label began to release albums by other bands, including The Orchids, Heavenly, and The Sea Urchins. These bands all shared a similar sound to The Field Mice, but they also brought their own unique elements to Sarah's roster. The Orchids were known for their lush harmonies, Heavenly for their catchy pop songs, and The Sea Urchins for their jangly guitars and bittersweet lyrics.

The Rise to Fame

In the late 1980s and early 1990s, Sarah Records began to gain international fame. The label's releases were praised by critics, and bands like The Field Mice and Heavenly began to tour extensively. Sarah's music also found a home on college radio stations, and it helped to introduce indiepop to a new generation of fans.

As Sarah's popularity grew, the label began to release more ambitious albums. The Field Mice's *For Keeps* and Heavenly's *Le Jardin* are both considered to be classic albums of the indiepop genre. Sarah also released albums by more experimental bands, such as The Pastels and The Movietones. These bands helped to push the boundaries of indiepop, and they ensured that Sarah remained at the forefront of the scene.

The Demise of Sarah Records

In the mid-1990s, Sarah Records began to decline. The label's releases were becoming less consistent, and the band's rosters were starting to change. In 1995, The Field Mice broke up, and Heavenly left the label. These two events marked the beginning of the end for Sarah Records.

In 1997, Sarah Records released its final album, *The Sarah Records Singles Collection*. The album was a compilation of all of the label's singles, and it served as a fitting tribute to one of the most influential labels in independent music history.

The Afterlife of Sarah Records

Although Sarah Records is no longer in operation, the label's legacy continues to live on. The bands that released music on Sarah are still active, and their music continues to be enjoyed by fans around the world. In addition, Sarah Records has been the subject of numerous books, articles, and documentaries. These works have helped to ensure that the label's story will continue to be told for years to come.

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Popkiss is available now from all good bookstores.

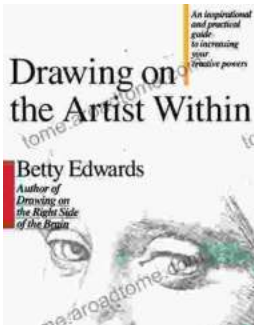


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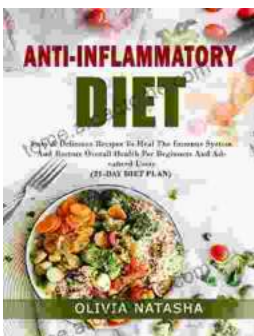
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