

BRADLEY Releases New Album “HOT POP,” Led by Standout Track “LAST LOVE”

The pop and hip-hop project surpassed 2,000 streams within its first days of release, with “LAST LOVE,” “TELL ME” and “PUSH IT” among its featured tracks.



Nashville, Tennessee Aug 25, 2026 (Issuewire.com) - BRADLEY has released his new album, “HOT POP,” a pop and hip-hop project that introduces listeners to a range of sounds while putting the artist’s versatility at the center of the release. Released on August 20, 2026, the album has already surpassed 2,000 streams within its first few days of availability.

Among the project's featured tracks is "LAST LOVE," a record BRADLEY has selected as a major focus of the album's rollout. "TELL ME" and "PUSH IT" are also among the songs being highlighted as listeners discover the new project.

Rather than building the release around a single record, HOT POP is being introduced as a complete body of work. BRADLEY is encouraging listeners to explore the album and find the song that connects with them personally, allowing different records from the project to reach different audiences.

"I wanted HOT POP to be an album where people could find their own favorite instead of me deciding for everybody what they should like," said BRADLEY. "LAST LOVE is the song I'm pushing the hardest, but there are different records and different moments throughout the album. Seeing more than 2,000 streams come in during the first few days makes me excited to see where people take it from here."

The release also represents the beginning of a broader content campaign surrounding BRADLEY and HOT POP. In addition to traditional music promotion, BRADLEY is expanding his presence through livestreaming, lifestyle content and original video content, giving audiences an opportunity to discover both the music and the personality behind it.

Short-form content will play a role in that strategy as moments from BRADLEY's videos and livestreams are developed for platforms including Instagram, TikTok and YouTube. The approach is designed to allow discovery to happen beyond conventional music advertising, with the music appearing alongside the artist's everyday content and personality.

The early streaming activity surrounding HOT POP provides the first indication of audience response following its August 20 release. With more than 2,000 streams recorded during the opening days, BRADLEY is now turning his attention toward expanding the project's reach and introducing HOT POP to new listeners.

HOT POP is available now on major music streaming platforms. [Listen to HOT POP here.](#)

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