



FOR IMMEDIATE RELEASE

VYVYAN HAMMOND UNVEILS HAUNTING SECOND SINGLE “HUNTER GATHERED” — OUT OCTOBER 10, 2025

Following her debut single “Play Pretend,” the Sydney-born songwriter returns with a chilling portrait of coercive control, accompanied by a striking visual identity.

Sydney, Australia — September 5, 2025 — Emerging artist **Vyvyan Hammond** continues her bold entrance into the alt-pop world with her second single “**Hunter Gathered**,” releasing **October 10, 2025**. The follow-up to her debut *Play Pretend* (August 29), *Hunter Gathered* is a devastatingly honest exploration of **narcissistic abuse, emotional manipulation**, and the long shadow of control.

“It’s about the moment you realise the tension you’ve been living in isn’t normal,” Vyvyan says. “That love shouldn’t feel like survival. I wrote this song for anyone who’s ever found themselves playing a role in someone else’s drama—just to stay safe.”

Bringing her lyrical intensity to life, Vyvyan has created **two unsettling music videos** for *Play Pretend* and *Hunter Gathered*, both featuring her in the surreal guise of a **haunting rodeo clown**. The imagery mirrors the emotional dissonance at the heart of her music—where vulnerability wears a mask, and pain is performed like theatre.

“The clown became a symbol for how absurd and tragic it feels to keep performing happiness while everything inside you is breaking,” she explains.

With mythic and pop culture references—from Hecate and Hades to Eve and Villanelle—*Hunter Gathered* presents abuse as a recurring story, a rigged game in which the victim is cast as both the problem and the prize. Paired with stark, poetic lyricism and a growing visual world, Vyvyan’s music is both deeply personal and profoundly resonant.

Though *Hunter Gathered* is only her second release, Vyvyan is fast becoming a voice for anyone who’s ever questioned their worth, lost their identity, or is clawing their way back to truth.

Hunter Gathered will be available on all streaming platforms from **October 10, 2025**. The music videos for *Play Pretend* and *Hunter Gathered* will premiere via **vyvyan.com.au** and YouTube from 9pm on 9th October, 2025.

WATCH THE PLAY PRETEND MUSIC VIDEO:

https://youtu.be/fAixQ89icAU?si=cVnYvdU_UBwpPIOz

LISTEN TO “PLAY PRETEND”:



On Spotify:

<https://open.spotify.com/artist/1JPouwqYivSkQIKFLLolzp?si=HhOxJsJCSTCoO5TqOFCm8Q>

On Apple: <https://music.apple.com/au/album/play-pretend-single/1832131543>

WATCH THE HUNTER GATHERED MUSIC VIDEO (Unlisted/not for public release until 10.10):

<https://youtu.be/d8tnafAkmBE>

AUDIO FILES, BTS AND PRESS PHOTOS:

https://drive.google.com/drive/folders/1mvkNmoW2_vZmenMI5jB9YUDRBwglHEAN?usp=sharing

SOCIAL LINKS:

Instagram: <https://instagram.com/vyvyanhammond>

Facebook: <https://facebook.com/vyvyanhammond>

X: <https://x.com/vyvyanhammond>

TikTok: <http://tiktok.com/@vyvyano>

Spotify: <https://open.spotify.com/artist/1JPouwqYivSkQIKFLLolzp>

Website: **vyvyan.com.au**

Media Contact:

Peter Russell

Email: me@vyvyan.biz

Phone: +61 411 341 092

In short: “Hunter Gathered” is a haunting alt-country track by Illawarra based artist, Vyvyan Hammond, that confronts coercive control and narcissistic abuse. With poetic lyrics and stark honesty, it explores emotional manipulation, loss of self, and survival. Paired with a striking music video, it’s a raw, unflinching portrait of reclaiming power after silence.

ARTIST BIO

Vyvyan Hammond is an emerging voice in the contemporary music scene, blending rich storytelling with cinematic soundscapes. Her debut single, Play Pretend has just been released, marking the start of a bold new chapter in her artistic journey. She is set to follow this with *Hunter Gathered* on **October 10**, a track that delves deep into themes of connection and survival, and *Starseed* on **November 11** — a highly anticipated collaboration featuring **Clare Bowen**, star of the US smash-hit TV series *Nashville*. With her unique sound and compelling presence, Vyvyan Hammond is quickly establishing herself as an artist to watch.