# Charli XCX embraces creative freedom and anticipates potential flop after Brat’s success



Charli XCX has recently opened up about her forthcoming album, candidly admitting her readiness for it to 'be a flop.' This admission comes on the heels of the remarkable success of her sixth album, "Brat," which became a pivotal moment in her musical career, achieving a peak position of No. 3 on the Billboard Hot 100 and securing her a Grammy Award for Best Dance/Electronic Album. The album also garnered multiple Brit Awards, including British Artist of the Year and Album of the Year. Despite this triumph, Charli expressed that her focus has shifted away from commercial success, prioritising creative freedom instead.

In an interview with Culted at the Cannes International Film Festival, she stated, "I don’t really feel the pressure to create another record like ‘Brat’ because when I was making it... I had no idea how it would be received." She elaborated that her process was driven by personal vision rather than the expectations of the industry, reflecting her transformation from mainstream pop into more experimental sounds. This shift resonates with many artists today, who are increasingly prioritising authenticity in their artistry.

The new album is expected to veer in a completely different direction, with Charli acknowledging the inherent challenge of living up to the acclaim of "Brat." "You can never really do the same thing twice," she remarked, indicating her acceptance of what may be perceived as a commercial failure. This introspective attitude stands out in an industry increasingly obsessed with chart performance, highlighting a broader movement among artists who seek to reclaim artistic integrity over commercial viability.

Charli's success with "Brat" is largely attributed to her collaboration with creative partner A.G. Cook, which produced a unique blend of 1980s pop and modern electropop. The album has been noted for exploring themes of vulnerability and imperfection, a departure from the polished perfection often associated with mainstream pop. Critics lauded the balance of precision and emotional depth in her music, which has encouraged her exploration of more personal soundscapes.

While Charli’s musical journey continues to evolve, she is also making strides in film, currently involved in a project titled "The Moment," produced by the acclaimed A24. This diversification into acting reveals her ambition to expand her creative horizons, further away from conventional pop stardom.

The atmosphere surrounding the Cannes Film Festival, where Charli made a stunning appearance, is noteworthy as it unfolds against a backdrop of geopolitical tension. Recent announcements regarding potential tariffs on international films from the United States have cast uncertainty over the festival, which traditionally serves as a vibrant platform for filmmakers from around the world. In this year’s event, notable first-time directors like Kristen Stewart and Scarlett Johansson have debuted their films, while established veterans, including Tom Cruise and Robert De Niro, have returned, showcasing the festival’s diverse landscape.

As Charli XCX moves forward, her willingness to embrace the uncertain reception of her new work speaks volumes of her resilience and commitment to artistic authenticity. In an industry often defined by fleeting trends and chart positions, her journey serves as a reminder that true artistry often lies beyond commercial acclaim.

### Reference Map

1. Related to the overall narrative and themes of Charli XCX's artistic journey and her views on commercial success.
2. Enhanced insights into the acclaim of "Brat" and Charli's perspective on her upcoming music project.
3. Contextual background on the musical style and critical reception of "Brat."
4. Additional mention of Charli's evolution in music and her thoughts on authenticity.
5. Overview of the Cannes Film Festival's significance in the film industry and its current context.
6. Insights on Charli's foray into cinema and how it relates to her music career.
7. General reflections on the pressures of the music industry and Charli's quest for authenticity in her work.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/tvshowbiz/article-14741317/Charli-XCX-album-cannes-film-festival-Brat-success.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://los40.com/2025/05/22/charli-xcx-sobre-su-proximo-proyecto-musical-probablemente-sera-un-fracaso/> - Charli XCX ha sido una de las artistas más destacadas del año pasado gracias al éxito de su álbum Brat, que le valió numerosos galardones, incluyendo un Premio Grammy al Mejor Álbum Dance o Electrónico y varios Premios Brit, entre ellos Artista Británica del Año y Álbum del Año. También triunfó con su colaboración con Billie Eilish en la canción 'Guess'. Sin embargo, a pesar de este éxito rotundo, Charli ha expresado que su próximo disco 'probablemente será un fracaso', y ha declarado estar en paz con esa posibilidad, reconociendo lo difícil que es superar un proyecto tan exitoso. Según comentó, cree firmemente en sí misma y en su visión artística, como lo demostró en la creación de Brat, cuyo éxito fue impulsado en gran parte por una estrategia de marketing planificada incluso antes de producir la música. Actualmente, Charli también está incursionando en el cine y protagonizará The Moment, una película respaldada por la prestigiosa productora A24 y basada en una idea original suya.
3. <https://www.ft.com/content/071bf8a8-3fef-4f39-af6d-91dc02b6fa8e> - The review of Charli XCX's album 'Brat' highlights the singer's exploration of imperfection and vulnerability in her music. The album, crafted with the help of collaborator AG Cook, pays homage to 1980s pop while blending electropop and dance numbers with introspective ballads. Charli's voice, often heavily processed, reveals a surprising degree of emotion and insecurity, adding depth to the otherwise polished production. The album is noted for its intriguing balance between precision and disorder, suggesting that true pop perfection lies in its imperfections. 'Brat' is seen as a significant improvement over her previous work 'Crash', delivering some of her best music to date.
4. <https://www.theguardian.com/music/article/2024/jun/02/charli-xcx-interview-brat-360-b2b-club-classics-dutch> - In an interview with The Guardian, Charli XCX discusses her latest album 'Brat' and the evolution of her music. She reflects on her journey from mainstream pop to experimental sounds, emphasizing the importance of authenticity in her work. Charli also touches upon the challenges of fame and the pressures of the music industry, expressing a desire to stay true to herself and her artistic vision. The conversation delves into her creative process, the inspiration behind her songs, and her thoughts on the current state of pop music.
5. <https://en.wikipedia.org/wiki/Brat_%28album%29> - Brat is the sixth studio album by English singer Charli XCX, released through Atlantic Records on 7 June 2024. It features production by Charli XCX, her longtime executive producer A. G. Cook, Finn Keane, Cirkut, her partner George Daniel, and others. The album draws influence from the 2000s English rave music scene, with a more aggressive club sound than her previous album, Crash (2022). Commercially, Brat peaked at number one in the UK, Australia, and Ireland, and reached the top ten in 12 other countries, including the United States, where it marked Charli XCX's highest debut on the Billboard 200 (number three). A deluxe edition, Brat and It's the Same but There's Three More Songs So It's Not, was released on 10 June 2024. A remix album, titled Brat and It's Completely Different but Also Still Brat, featuring 20 guest artists, was released on 11 October 2024.
6. <https://au.lifestyle.yahoo.com/charli-xcx-says-her-viral-165821530.html> - Charli XCX revealed that her viral track 'Apple' almost didn't make the cut on her album 'Brat'. In an Instagram post, she shared that the song was nearly excluded from the final tracklist, expressing surprise at its success. 'Apple' has since become a sensation on TikTok, inspiring numerous dance challenges and gaining widespread popularity. The track's catchy beat and relatable lyrics have resonated with fans worldwide, contributing to the album's overall success.
7. <https://bangpremier.com/story/2/3092079/charli-xcx-chose-not-to-chase-chart-success-with-her-new-album> - Charli XCX decided not to chase chart-toppers on her new album 'Brat' because she wanted to be 'true to [her]self'. In an interview with British GQ, she discussed her conflict around fame and success, emphasizing the importance of authenticity in her music. She acknowledged that her new music might not be played in mainstream venues but expressed confidence in her artistic choices. Charli also reflected on the pressures of the music industry and the desire to stay true to her creative vision.