

A

NEW MUSIC

GEMMA COX

BALANCES HOPE AND HEARTACHE ON NEW SINGLE

“WHAT ABOUT NOW”

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[\(hi-res press shot\)](#)

(August 28, 2026) - Irish singer-songwriter [Gemma Cox](#)'s new single **'What About Now'**, a song gleaming with hope for a spark to reignite, and yet, is grounded by the quiet recognition of incompatibility.

'What About Now' is available now on your streaming service of choice via **APOLLO** Distribution.

Listen to ['What About Now'](#) below:

'What About Now' is about bumping into someone you once loved many years later. It explores the hope that, after everything you've lived through and how much you've grown, maybe this time it could work out. But ultimately you realise that you no longer fit together, and learn to find that peace in letting go.

The track feels trapped between optimism and sadness, with a bright, buoyant piano sequence underlaying the heavier lyrics. The verses are sung fast and breathlessly, as though she is chasing after someone that just won't stop for her, with a desperate hope that at any moment they will slow down and rethink their decision to run, much like the lyrics of the song suggest.

By the bridge, her swelling vocals are then punctuated by the abrupt drum hits followed by moments of silence, interrupting the momentum of the song and almost mirroring Gemma's reality- a hopeful build up of emotion comes crashing down when met with the realisation that she does not feel the same.



[\(hi-res artwork\)](#)

More on Gemma Cox...

Gemma Cox is an Irish singer-songwriter crafting dreamy alt-pop with piano-led melodies, drawing inspiration from Phoebe Bridgers and Regina Spektor. In 2025, she joined London Grammar on the main stage at All Together Now for a special performance of "Strong" after her viral TikTok cover caught the band's attention. She has since performed at leading Irish festivals including Electric Picnic and Other Voices, while continuing to build a growing online audience.

Following the success of her acclaimed cover of Yazoo's "Only You," Gemma returns with her new single, "What About Now," arriving this August, giving audiences a promising glimpse of what is yet to come. Gemma is an artist well worth watching, and her latest release is proof of that.

Keep up to date with Gemma Cox on [Instagram](#) | [TikTok](#) | [Spotify](#)