



KEVIN SHIELDS STARTS A LABEL!

My Bloody Valentine man teams with Le Volume Courbe frontwoman to launch Pickpocket

RADAR NEWS

Reclusive My Bloody Valentine mainman Kevin Shields is not your average record label boss. After all, this is a man who hasn't

actually released an album of his own since 'Loveless' came out, and that was 20 years ago next month.

However, together with his friend Charlotte Marionneau, he has set up a new imprint called Pickpocket, initially to release the 'Theodaurus Rex' EP by Marionneau's band, Le Volume Courbe, on November 14.

"Charlotte was going to put a record out with another label, but they decided they didn't want to do vinyl," Kevin explains. "I was like, 'I'll just get rid of a few pedals that I've had lying around for 10 years and we'll start a label.'"

But don't expect to find Pickpocket releases in the racks of your local HMV. "When something seems to have a soul it's nice to give it a soul, which is to put it in a physical format," says Charlotte.

"And since the CD is a shitty physical format, vinyl is the only thing to do."

"Charlotte has a fixation with 10-inches," laughs Kevin, adding that he thinks the recent fire at the PIAS/Sony DADC warehouse reminded people how essential small labels are to the industry. "A label represents a focus of energy over attitude – anyone can put their own record out, on the internet, on their own 'label', but to do it properly often takes more than one person. All

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the great labels – Factory, Creation – started with this very honest approach. It's only when money comes into it that it gets complicated."

Kevin says he won't be releasing the long-awaited new My Bloody Valentine stuff on Pickpocket, but reveals that a "guitar track" he's working on could come out. "It's 10 minutes of noise," says Charlotte. "We thought we could put it out as a 10-inch..." *Nathaniel Cramp*