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# The Effect



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## **FULL INFO**

The members of The Effect—Trev Lukather [guitar, producer], Nic Collins [drums] and Emmett Stang [lead vocals]—found each other at the perfect moment. Beyond serendipity, similar experiences cemented an instant bond between these musicians. Each member had logged miles on the road and countless hours in the studio on his own. Trev shined as a touring guitarist and producer and writer for the likes of Halestorm and Dorothy, Nic held down the drums on tour alongside Phil Collins, Genesis, and Mike + The Mechanics and Emmett exploded with consistent viral success. Taking the connection one step further, Trev and Nic each grew up as the sons of rock icons—Steve Lukather of Toto and Phil Collins, respectively. They forged a friendship in 2023 and decided to write and record together, welcoming Emmett to the fold shortly after. The musicians congregated at Trev's home studio in Los Angeles for "band camp" and immediately gelled, rallying around a signature sound infusing stadium rock energy and spirit with pop palatability. Now, they come together as The Effect, introducing their vision with singles "Unwanted" which hit the #1 spot on AXS TV's The Power Hour countdown "Something Wrong" and "Toxic Envy" They worked with Steve Perry on their new, reimagined version of the Journey song "It Could Have Been You" which reached #2 on the iTunes rock chart and #1 on iTunes music video chart. The Effect recently toured with Billy Idol in the US and embarked on their very first European tour which consisted of packed headline club shows, a performance at Isle Of Wight Festival and 7 shows with the legendary TOTO in Germany. They have been featured in Rolling Stone, People Magazine, Classic Rock Magazine, Ultimate Classic Rock, Consequence, American Songwriter, Loudwire and others. Full length album to be released in the fall of 2024.