



Demetria

STRIVE

digital single & video clip



«Through the ups and downs, everyone trembles at the heights»

Friday, February 13, 2026: New digital single & video clip

"STRIVE" – Demetria

Demetria has just released her new single and video clip, "STRIVE," an indie pop song with dynamic tempo changes and a modern flow.

"STRIVE" is part of Demetria's series of Greek-language singles that explore the theme of childhood (preceded by "[Xekourasou](#)" and "[Poso Sou Moiazei](#)").

In this case, inner childhood is examined as an urgent need for our mental survival in a reality that, beyond being very harsh, gradually ceases to be real. Demetria herself notes that *"The song refers to the struggle we are called upon to wage within ourselves with our childhood, with aspects of ourselves that try to stay alive, even though we learn almost mechanically to silence them as we grow up."*

The character in the video clip externalizes this aspect of herself that she is trying hard to change and visualizes it as a cartoonish thief. The thief tries to alter her childishness, the way she has learned to connect, love, feel, and empathize. She makes radical changes to her existence and suddenly nothing seems real to her. She thus enters a cycle of existential crisis in which she is called upon to confront a reality that seems artificial and cold to her. And even though this struggle is difficult and uncomfortable, she consciously chooses to do it in order to reconcile with all aspects of herself before they fade away completely.

Official Video Clip:

STRIVE – Demetria

<https://www.youtube.com/watch?v=xYGZOxAXrIU>

VIDEO CLIP CREDITS

Performer: Evropi Kessidou | Directed by: Silva Tsoumana & Demetria | Camera - Lightning: Silva Tsoumana | Video edit: Demetria | Color grading: Silva Tsoumana | Costume Design-Set Design: Ernesta Hatzilemonidou | Production Assistant: Eri Konstantinou

"STRIVE" (which in Greek means something completely different than in English: "Naff Off") was recorded at Demetria's DIY Home Studio. She did the music production, played all the instruments, and sang. The mixing and mastering were done at **Shellac Recording Studios** by **Konstantinos Fragopoulos**.

Cover Artwork & Design: Demetria

In the time between the album "[Pillow Shifter](#)" (her debut on Puzzlemusik, which captivated audiences and critics alike when it was released on CD and streaming) to the present day, Demetria has composed music for short films, and most recently wrote the music and songs for the children's play "The Ugly Duckling" by the Mikros Vorras theater group (directed by Eleftheria Vergidou). At the same time, we also met her as one third of the band [Listen It Speaks](#), who released their debut album "Ways To End A Letter" also on Puzzlemusik.

She is currently working on her next album, which will feature songs with English lyrics.

The digital single "STRIVE" was released on Friday, February 13, 2026, on Spotify, Apple Music/iTunes, Deezer, YouTube Music, Tidal, Qobuz, and other streaming and download digital platforms. **Link to streaming platforms:**

<https://song.link/strive-demetria>

Demetria Links: YouTube channel: <https://www.youtube.com/@demetriapapad> Facebook: <https://www.facebook.com/demetriapapp> Instagram: <https://www.instagram.com/demetriap>

Puzzlemusik Links: Facebook: <https://www.facebook.com/puzzlemusik.record.label/> Instagram: <https://www.instagram.com/puzzlemusik.label/> TikTok: <https://www.tiktok.com/@puzzlemusik> YouTube channel: https://www.youtube.com/channel/UCW8lmbB46Rnx03leopkjSow/?sub_confirmation=1