

Carter Faith



photo credit: Bree Fish

Carter Faith dreamed up a country music fantasy world on her debut album *Cherry Valley*, but there's nothing make-believe about Faith's breakthrough success.

Upon *Cherry Valley*'s release in 2025, the record was met with widespread critical acclaim and announced the North Carolina native as an intelligent, creative, and authentic new voice in Nashville. The LP, with a colorful, stylish aesthetic that mirrors Faith's own personal fashion, went on to appear on a number of year-end best lists, including *Billboard*, *NPR*, *The Hollywood Reporter*, and *Rolling Stone*, which named it one of the 100 Best Albums of 2025, all-genre.

Now, on the strength of her sharp songwriting, powerhouse singing style, and a clear command of who she is as both a woman and an artist, Carter Faith is poised to have the biggest year of her career.

"I know how I look and how I dress, and I know what I'm singing at the same time. I know what I'm doing and why," Faith says. "You can be strong-willed as a woman and still be very gentle and soft. That's what I tried to say with *Cherry Valley*, because I did not want to be put in a box as just one specific thing. A woman is not that, a person is not that — we are all so multifaceted."

Both country fans and the industry alike have taken notice. Her global streams recently hit 210 million, and she's been personally chosen as direct support on all 27 dates of Post Malone's summer stadium tour. She's also playing concerts with Chris Stapleton and George Strait, in addition to headlining her own The

Cherry Valley tour, with six shows and counting already sold-out. Later this year, Faith will make her acting debut in the Netflix film *Heartland* opposite Jessica Chastain.

Faith began manifesting all of this as soon as she arrived in Nashville after making a beeline from North Carolina in 2018. She found inspiration in determined songwriters like Kacey Musgraves and Eric Church — “Artists who tell you who they are when they make their music” — and stayed true to what she calls her North Star: doing that which scared her.

“When push comes to shove, I can do the hard thing and take a stand in my music,” Faith says. “But at first, I was scared to make an album as adventurous as *Cherry Valley*, even though I knew if I was a fan listening to it alone in my room, I would love it. When I’m a little fearful of something, I know that’s the star I should follow.”

To that end, Faith jumped at the chance to audition for Netflix’s *Heartland*, a mystery thriller about a young singer in Nashville who’s estranged from a family member played by Chastain. “There’s a lot of twists and turns in the story, but I really related to it because of how all the elements of Nashville’s social circle affect my character,” Faith says. “I auditioned and a week later they called to tell me I got it, and we began filming two weeks after that. In my heart, I always knew I would do something like this, because, while I’m a musician and a songwriter first, I love all the different elements of art. I love telling a story.”

Whether it be in stadiums with Post Malone or in clubs on her own tour, Faith will tell audiences the tales of *Cherry Valley* all this year. They’re stories about men-stealing seductresses (“Betty”), brutal breakups (“Changed”), and crashing out (“If I Had Never Lost My Mind...”) — and the various elixirs that help us survive them (“Sex, Drugs, & Country Music”). Faith says fans should expect cinematic flourishes on whatever stage she graces.

“We have props onstage and voiceovers to make it feel like you’re watching a movie. You’re not just at a concert,” Faith says. “I want to bring that to the stadiums with Post and at my headlining shows. There’s a cool balance of connecting with the fans but also having them take a step back to live in this movie we’re creating.”

With *Cherry Valley* continuing to grow and be discovered by new fans, Faith is already thinking about her next project and what world she’ll create this time. She’s always writing and coming up with new ways to tell the stories that define her immersive brand of country music.

“I’m not censoring myself. And I think people are craving that in country, especially as the genre widens. There has to be a girl who fans can relate to that is not filtering herself. I like to walk the walk and talk the talk,” Faith says.

After walking those steps mostly on her own in her early days, she now has a supportive team around her, including producer Tofer Brown, to realize her goals. But Faith is still committed to her singular vision.

“I’ve been working at this since I was in college. I never needed big budgets, only belief in my convictions. I know how to do things scrappy,” she laughs. “That’s how I’ve been raised. In *Cherry Valley*, I’m the leader of this and I’m going to make it happen. So, you’re just going to have to get onboard.”

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