

SELF DECEPTION
One Of Us
Release date: May 15, 2026

SELF DECEPTION Takes Modern Rock to the Next Level with *One Of Us*!

Swedish modern rock unit **SELF DECEPTION** is set to unleash their Napalm Records debut, *One Of Us*, on May 15, 2026! The band is known for their fiery fusion of anthemic modern metal and powerful melodic rock. Since their 2009 debut, they have shared stages with the likes of Electric Callboy, Danko Jones, and Adept, while racking up millions of streams and video views – including their viral 2022 hit, *“Fight Fire With Gasoline”*, with tens of millions of streams. Written on the road during the heaviest touring of **SELF DECEPTION**’s career so far, *One Of Us* is a cohesive album full of character, made for the stage – and the pit! It will be available digitally and in several physical formats, with cover artwork created by Alex Tillbrook, who is well known for his work on the hit Netflix series *Stranger Things*, as well as for collaborations with artists such as Metallica, Blink-182, and Sleep Token.

Bone-crushing album-opener and title track *“ONE OF US”* takes no prisoners, unleashing the heavy modern metal side of the Swedish powerhouse: fusing relentless hardcore energy, in-your-face lyrics, and high-voltage attitude, the track hits with unstoppable force. Following track *“TIME’S UP”* features an absolute hit chorus, fresh hooks and high-energy instrumentals, while emotional *“DON’T B E L O N G”* addresses the difficult themes of addiction and mental health battles – the combination of hauntingly beautiful melodies, multifaceted vocal performance and heavy rhythm section carry this sentimental track. Further highlights on **SELF DECEPTION**’s new 11-track offering include *“THE WEDDING”*, an energetic modern rock anthem with a particularly dark and twisted storyline, and *“BREAK!”*, with its heavy-hitting drums, electronic influences and yet another irresistible sing-along chorus. *“ENTERTAINED”* delivers one of the heaviest breakdowns on the album, before *“GODDAMN ME”* brings the record to a powerful close.

From massive pit churners to creative storylines and choruses full of hit potential, the energy on *One Of Us* is unmatched. The band has a busy festival summer following the album’s release, so fans will get the first chance to experience these new tracks live at several major European rock and metal festivals. With *One Of Us*, **SELF DECEPTION** is ready to push contemporary rock to the next level!