

ISSUE A

JANUARY 2025

# CHPD

FASHION FORWARD

AALIYAH

CMAGIC5:  
2025 MEANS  
"HAPPILY  
EVER AFTER"

SAY BYE BYE TO TIK TOK...

THE US CREATOR COMMUNITY SAYS BYE  
TO ONE OF THE DRIVING FORCES OF THE  
CREATOR ECONOMY. WHAT'S NEXT?





Artist:: GT Ransom



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## *Plugged In Profile*

# Meet Cherelle K.

### Music Artist

Louisiana native and Texas-based artist Cherelle K. is making waves with her unique blend of hip hop and R&B.

At just 24 years old, Cherelle is already making her mark on the music industry. With her smooth, unvarnished style and infectious energy, she's quickly gaining attention for her talent and authenticity.

Cherelle's journey into music began with a lifelong passion. She always knew she was meant to be an artist, but it took some time to discover her niche. Once she started exploring rapping, she found her true calling.

Cherelle K. is kicking off the new year with a bang. Following a successful 2024 that saw her grace platforms like The CHRD Mag for her single "Bunny", We Fam ATL and The Industries Most Wanted Podcast, as well as being featured on CBS Austin, Cherelle is releasing her empowering new single, "Done With The Talkin'."



"Done With The Talkin'" is a vibrant and infectious anthem that celebrates self-worth and independence. The track is infused with positive energy, making it the perfect soundtrack for anyone looking to embrace a new beginning.

Cherelle has exciting projects on the horizon, including another single set to be released in March. She's also been actively performing at festivals like SXSW in Austin, gaining valuable experience and exposure.

Drawing inspiration from the 90s hip-hop era, Cherelle K. infuses her music with a unique blend of rap, R&B, and soul. With notable projects like her NBTY freestyle on SoundCloud and her debut single and music video "Last Name Kozak," she's poised to make a significant impact on the music scene.

Learn more about Cherelle K. in her article published earlier this month.

[Continue Cherelle K. article](#)

## JESSIA: A Rising Star's Empowering New Single

"I'm Not Gonna Cry" is an empowering anthem by Jessia, the songs themes are about resilience and self-love. The track perfectly encapsulates JESSIA's signature sound, blending upbeat pop production with introspective lyrics. "This song is about the will to keep showing up for yourself, even when life gets tough," she explains. "It's choosing to celebrate the good things instead of dwelling on the negative."



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### JESSIA ONCE AGAIN PROVES THAT SHE IS A TRUE FORCE TO BE RECKONED WITH.

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Since her breakout hit, "I'm Not Pretty," JESSIA has quickly become a global sensation. Her debut EP, *How Are You?*, was a critical success, earning her the prestigious Breakthrough Artist Award at the 2022 Juno Awards. Her sophomore EP, *Okay With Every Part*, further solidified her position as a force to be reckoned with.

With her powerful vocals and dynamic stage presence, JESSIA has captivated audiences on her recent headline tour. Her ability to connect with fans on a personal level has made her a beloved figure in the music industry.

[Click here to read entire article](#)





## FASHION FORWARD

# AALIYAH

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By Eve Marie

Photographs: Press

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Aaliyah. The name alone evokes images of effortless cool, sultry vocals, and a fashion sense that continues to influence generations. Even years after her tragic passing, the "Princess of R&B" remains a cultural icon, her impact reverberating through music and fashion to this day.

Aaliyah's style was a unique blend of high-glamour and understated cool. Think oversized cargo pants paired with crop tops, sleek leather jackets, and statement jewelry. She seamlessly transitioned from tomboy chic to red carpet elegance, always exuding confidence and individuality. Let's be honest, not many women can wear a hockey jersey and still have men gawking over her.

Her influence on fashion is undeniable. From her iconic Tommy Hilfiger campaign to her effortlessly cool street style, Aaliyah's impact can be seen everywhere from runway shows to everyday fashion choices. Her signature look - the sideways baseball cap, the bare midriff, the smoky eye - has been emulated by countless artists and continues to inspire fashion trends today.

Full article on [www.thechrddmag.com](http://www.thechrddmag.com)





# MAGIC5 IS POSIED TO TAKE OVER 2025

BY EMILY JENSON





CMAGIC5

# "HAPPY EVER AFTER"

BY EMILY JENSON

Canadian pop-rock sensation CMAGIC5 is kicking off 2025 with a bang, releasing her electrifying new single, "Happy Never After." This track marks the beginning of a new era for the artist, serving as the first single from her highly anticipated 7-track EP, with fresh releases dropping monthly.

"Happy Never After" is a powerful anthem of self-empowerment, defying the traditional expectations of fairy tale romances. With razor-sharp lyrics and a driving pop-punk beat, CMAGIC5 delivers a captivating story of heartbreak and resilience. The song's message of self-love and strength resonates deeply, encouraging listeners to embrace their own power and break free from toxic relationships.

Crafted in collaboration with Juno Award-winning producers/songwriters Ryan Worsley (Dear Rouge, Monowhales), Tavish Crowe (co-wrote Carly Rae Jepsen's Grammy Nominated, Juno Award winning smash hit, "Call Me Maybe"), and Ryan Stewart (Carly Rae Jepsen, Victoria Duffield, Shawn Desman, Jocelyn Alice, Hedley), "Happy Never After" showcases CMAGIC5's musical maturity and her ability to connect with audiences on a profound level.



CMAGIC5 a self proclaimed "pop girl in a rock world" with a unique blend of pop and rock, she's captivating audiences and critics alike with her stunning style and unique sound. She's captivated, carefree, charismatic and confident - I guess that's why they call her C!

2024 has been a monumental year for CMAGIC5. She's amassed over 5.3 million streams and 2 million listeners on Spotify, showcasing her growing popularity. She won best performance and the 2024 Gussapolooza Awards. Her infectious energy and rock 'n' roll spirit are evident in her edgy power pop soundtracks, which resonate with listeners of all ages.

Beyond her musical talent, CMAGIC5 is also a mental health advocate and a qualified vocal mentor. She graduated from the University of Toronto in 2024, demonstrating her commitment to both her artistic and academic pursuits.



## CMAGIC5

CMAGIC5's 2024 single, "Game Boy," marked a new era in her career. This track, along with her upcoming EP, is filled with self-empowerment anthems that encourage listeners to embrace their true selves. Produced by Grammy-nominated and Juno-winning producers, these songs are designed to inspire and uplift.

That single leads us up to 2025, with her new EP "Happy Ever After" on the horizon. CMAGIC5 is sure to enjoy another successful year starting off with a single of the same name.

The accompanying music video, a hybrid-style blend of live-action and animated visuals, perfectly complements the song's message. Inspired by Alice in Wonderland and Beetlejuice, the video depicts CMAGIC5 as a modern-day Alice navigating a surreal and chaotic world filled with distorted imagery and unexpected twists.





# CHRD CORNER

## SAY BYE BYE TIK TOK

Blogged by Staff

The potential ban of TikTok in the United States has sent shockwaves through the creator economy and music industry. We reported back in February 2024 that TikTok coming to an end may be on the horizon. As a platform that has revolutionized content creation and provided a lifeline for countless individuals, TikTok's absence would undoubtedly have a profound impact on the digital landscape.

For many creators, TikTok has been more than just a social media platform; it's been a source of income, a launchpad for careers, and a community hub. The platform's unique algorithm, which prioritizes discoverability and rewards creativity, has empowered countless individuals to build thriving online presences and connect with audiences around the world.

A TikTok ban would not only disrupt the livelihoods of countless creators but also significantly impact the broader creator economy. Businesses have leveraged the platform for marketing, small businesses have found new avenues for growth, and artists have gained exposure to global audiences.

However, the digital landscape is constantly evolving, and alternative platforms are emerging to fill the void. Platforms like FanBase, Lemon8, and JoyJam are gaining traction, offering creators new avenues for content creation, audience engagement, and monetization.



FanBase, for example, allows creators to build direct relationships with their supporters through exclusive content, live streams, and personalized messages. Lemon8, a social media platform focused on beauty, fashion, and lifestyle, provides a space for creators to share their passions and connect with like-minded individuals. JoyJam, a platform specifically designed for artists, offers a space for creators to connect with fans, monetize their content, and build sustainable careers.

While the potential impact of a TikTok ban is significant, it's important to remember that the digital landscape is constantly evolving. As creators adapt and explore new platforms, the creator economy will continue to thrive.

[Check out full article on www.thechrdmag.com](http://www.thechrdmag.com)

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[WWW.FALLONAURIELL.COM](http://WWW.FALLONAURIELL.COM)





A fashion photograph featuring three women of East Asian descent. The woman in the center is the primary focus, wearing a black leather blazer with a deep V-neckline and long, structured sleeves. She has long, straight black hair with bangs and a nose ring. To her left, another woman is partially visible, wearing a black sleeveless top. To her right, a third woman is also partially visible, wearing a black leather blazer over a black crop top. The background is a plain, light-colored wall. The overall mood is sophisticated and edgy.

TO FEEL ENERGETIC  
ENERGETIC AND HAPPY

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