

**ISSUE A**  
**March**  
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# KD GOTTI

CLAYCO'S GLOBAL  
AMBASSADOR

**MUSIC TODAY**

HOW SHORT-FORM VIDEO IS  
SHAPING THE SOUND OF  
MUSIC

# THE CHIRP MAGAZINE



**NBA PLAYOFFS**  
WHAT STARS WILL MISS  
THE PLAYOFFS THIS YEAR?

**Special Edition**  
FASHION FOWARD  
Chiara Ferragni

Artist: Violent Jane

# INTRO

“Art Amplified”



Artist: Lahrel



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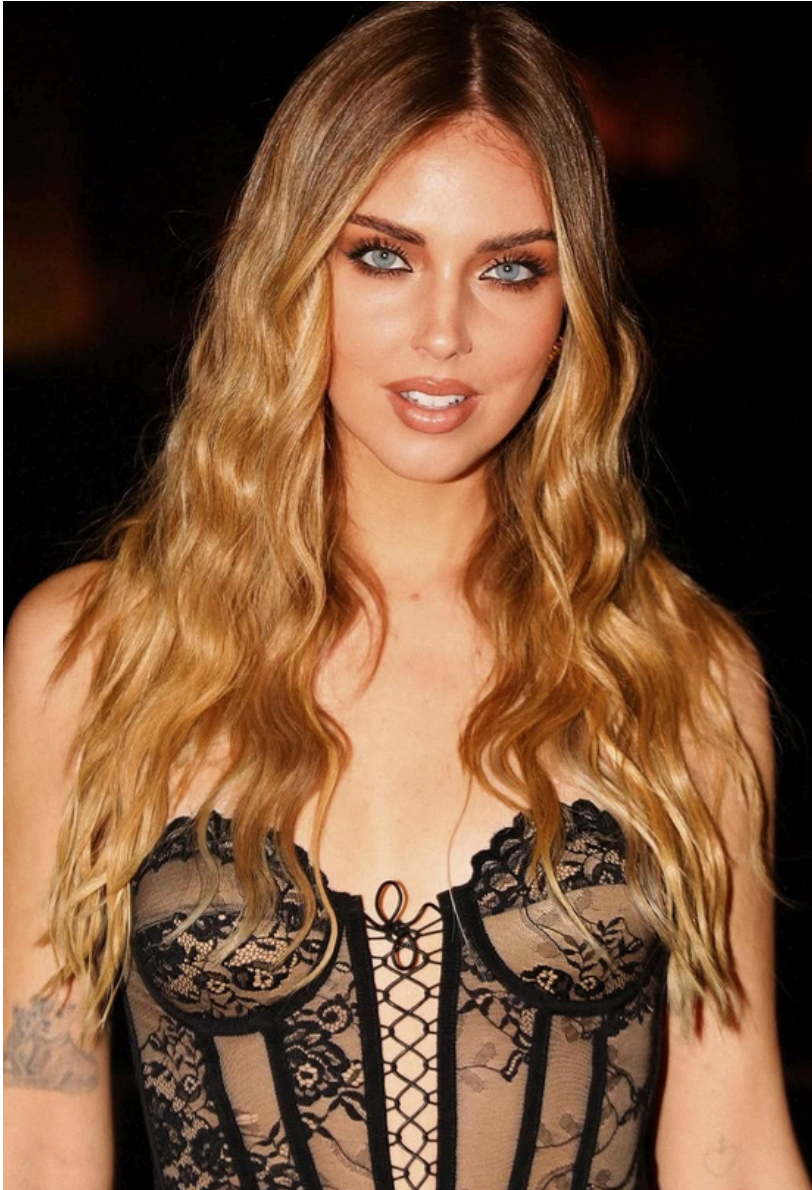


Photo by @dan\_\_\_\_

“My secret has always been to be true to myself.”  
-Chiara Ferragni

Chiara Ferragni isn't just an influencer; she's a digital pioneer who revolutionized the way we perceive fashion in the social media age. Her journey from a personal style blog to a global fashion empire is a testament to her vision, business acumen, and undeniable influence on pop culture.

Before "influencer" was a household term, Ferragni was already building her empire. In 2009, she launched "The Blonde Salad," a blog that documented her personal style. What began as a passion project quickly transformed into a global phenomenon, capturing the attention of fashion enthusiasts and industry insiders alike.

Ferragni's success lies in her ability to connect with her audience on a deeply personal level. She wasn't just showcasing clothes; she was sharing her lifestyle, her travels, and her genuine love for fashion. This authenticity resonated with millions, creating a loyal following that extended far beyond traditional fashion circles.

Her impact on pop culture is undeniable. She democratized fashion, making it accessible and relatable to a wider audience. Through her Instagram feed and blog, she showcased how anyone could express their personal style, regardless of their background or budget. She blurred the lines between high fashion and street style, proving that both could coexist and inspire each other.

[Complete article here](#)

# F O R W A R D



# MUSIC TODAY:

FROM TIKTOK TRENDS TO TOP 40 HITS:  
HOW SHORT-FORM VIDEO IS SHAPING THE  
SOUND OF MUSIC

The music industry has always been a chameleon, adapting to the latest technological shifts. Today, that shift is happening at lightning speed, driven by the explosive popularity of short-form video platforms like TikTok. Forget radio airplay as the sole arbiter of a hit – now, a 15-second snippet can launch a song to global stardom.

TikTok's algorithm, a master of micro-trends, has become a powerful force in music discovery. A catchy hook, a relatable lyric, or a danceable beat can ignite a viral sensation. Songs that might have languished in obscurity are now finding massive audiences, often propelled by user-generated content.

Dance challenges are a prime example. A simple, repeatable dance move set to a catchy tune can quickly sweep the platform, turning a song into an inescapable earworm. Think of the "Renegade" dance, which propelled K Camp's "Lottery (Renegade)" into the mainstream. Or the "Say So" challenge, which boosted Doja Cat's career to new heights. These challenges aren't just fun; they're powerful marketing tools, creating a participatory experience that connects fans to the music in a visceral way.

Memes and other viral trends also play a crucial role. A snippet of a song used in a relatable meme or comedic skit can generate massive exposure, even for artists with limited reach. The sheer volume of content on TikTok means that a song can find its niche audience, even if it doesn't fit the traditional mold of a radio hit.

[Complete article here](#)

## —Plugged In Profile

# Meet Two Three

Two Three, 2-3, a number synonymous with Jordan, LeBron – greatness! Two Three is known for winning! Two Three is also a name buzzing in the Southern hip-hop scene, a raw talent forging his own path with unflinching honesty and a sound that resonates with authenticity. Born in the vibrant streets of Miami and raised in the heart of Atlanta, Georgia, Two Three's music is a reflection of his journey, a sonic tapestry woven from the threads of his lived experiences.

His lyrics are a window into his world, a raw and unfiltered narrative of his day-to-day life, interspersed with poignant reflections on his past. Whether he's rapping about the pain of past struggles, the gritty reality of the trap, the thrill of partying, or the unapologetic joy of spending money, Two Three's music is always grounded in truth.

Sonically, his music is a nod to the Southern hip-hop legends that shaped the iconic trap sound. Think heavy 808s, driving rhythms, and a distinct Southern swagger. He's not just emulating his influences; he's building upon their legacy, creating a sound that's both familiar and uniquely his own.



Photo by @\_\_GotDamnSam

Two Three has been steadily building a loyal fanbase, garnering positive reception for tracks like the introspective "I Remember." His 2024 album, "Rich 4Eva," a nine-track collection, further solidified his connection with his audience, showcasing his versatility and lyrical prowess.

Now, Two Three is back with his latest single, "I Don't Need You," a track that continues to showcase his growth as an artist. This new release is available now, and it's a testament to his dedication to his craft.

Two Three is more than just a rapper; he's a storyteller, a voice for his generation. He's an artist who's not afraid to be vulnerable, to share his truth, and to connect with his audience on a deeper level. Keep an eye on Two Three – he's a rising force in the Southern hip-hop scene, and he's just getting started.

See the full article on Two Three here  
[www.thechrddmag.com](http://www.thechrddmag.com)



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"MAKE.TRUE"

KD GOTTI

GROWING IN THE WORLD  
MAKE TRUE

CLAYCO'S GLOBAL AMBASSADOR

PHOTOS BY KING SNOOK



## KD GOTTI

From the hard streets of Clayton County, Georgia, emerges KD Gotti, a rapper whose music transcends the boundaries of his hometown and takes listeners on a global journey. While Clayton County, or "Clayco," as it's affectionately known, has produced a plethora of hip-hop talent, including Latto, 2 Chainz, Waka Flocka Flame and others, KD Gotti is carving his own unique path.

Clayco, a commuter town south of Atlanta, has a complex history. Dealing with economic hardships, and times of school accreditation loss, and a history of over policing, those factors shaped KD Gotti's upbringing. It is from this environment, that KD has used his music to show there are many opportunities the world has to offer.

KD Gotti burst onto the scene in the mid-2010s with his hit single "Level Up," which garnered significant radio play and ignited his career. He has had the support of Atlanta radio royalty Ferrari Simmons, hosting star studded listening parties. Songs such as "Feeling Great" and "Throwing Salt," further cementing his place in the Atlanta rap scene, and showing his creative side with short films to accompany the releases.

Known for his vibrant visuals and captivating storytelling, KD Gotti has found a unique way to combine his love for travel with his musical artistry. His latest EP, "International Gotti," is a testament to this, taking listeners on a sonic adventure through a multitude of destinations.

# K D G O T T I



We were able to catch KD Gotti on US soil for a recent episode of The Connected Podcast, we asked him about everything from his start in music to where he is currently.

Level Up was a major breakthrough for you. How did that experience shape your career and your approach to music?

Level Up, man, that was a legendary time for me, you know what I'm saying? Because like I said before, every song for the most part that I do always some game and it's some way, like I'm trying to motivate you. Everything I drop, I'm trying to motivate you. That's what I stand on. And with Level Up, the name was self-explanatory. I'm saying like, hey, level up. You know what I'm saying? We elevating..... This is what's going on. That always been my message from day uno is just trying to get it off the ground and pop it. Show these folk what you having going on and Level Up, man, I had merch. You know, it was a movement at that time and that really kind of broke me through them doors for people to kind of know who KD Gotti is. Not saying that I'm all the way in there, but I definitely got my foot up in there to where it's like, okay, the industry in Atlanta in itself, they know, for the most part, they know KD Gotti. So that's why it's like, it's only a matter of time for when I get that real breakthrough that I want.

The "International Gotti" EP is a testament to your globetrotting adventures. Can you share some of your most memorable travel experiences?

In Hawaii, I remember hiking this volcano called Haleakala. This volcano was ten thousand feet in the air it was so high matter of fact that you above the clouds so I could see over the clouds you like that was crazy like for real. They was telling us that a lot of the natives from the land from before in the older times they would hike that volcano as a spiritual type of thing to get closer to God or whatever like that. So, you know, that was cool.

How do you balance your music career with your personal life and how do you maintain your mental well-being balance?

Balance, balance, balance is the most important thing like when it comes to that, because in the beginning you know I kind of was struggling with juggling all of that you know. I was so full-fledged into one thing running around in the streets or whatever you know what I'm saying...but over time I had to understand, okay, this needs balance. You know what I'm saying? Whether it is with my marriage is with my family, like my parent, my mother, siblings, like I got to balance this out. My nephews, nieces and a lot of times, you know, like weekends or certain times during the week, I just take time to just pour into them, that's usually what I do. I think I'm getting better with it as I become older, because now I'm really getting it. When you start seeing kids grow, they start letting you know, like, oh, man, this for real.

“When it comes to goals and success, success is really happiness. Like, you know what I'm saying? ..... You can't have success if you're not happy, you can't, and you can't measure success. Success is something different to everybody you know what I'm saying but not based off of what people project on to you to what they think because that's when you'll get caught up in thinking like oh he ain't doing this or she ain't doing that that that and the third but as long as you happy in yourself and you striving to be the best version of yourself, that's

success”

-KD Gotti

What advice would you give to aspiring artists who are looking to make it in the music industry?

**Just stay true to you. You could take advice from folks, but don't apply so much advice to where it's like what they saying is law. Just take bits and pieces, apply it to whatever, if you feel like it applies to what you do, then that's what it is- if it don't apply let it fly, don't get so caught up in the hype and feeling like you got to be a certain type of way to get in in the mix but you also got to know what you in it for. When I first started as an artist I was in it trying to get signed and you know their was different opportunities that came to me but along the journey, I just understood like that ain't really what I'm trying to do. If it was a situation that came to me and I felt like it was worth it, then I'd probably go with it. But it's like my mind not even on that. I'm creating something so much bigger than just this little piece of paper I'm about to sign that probably ain't going to add up to what I'm trying to do. It's going to get in the way of what I'm trying to do. I'm building a real brand. And I feel like that's what's going to end up making most sense at the end.**

what is your purpose?

**My purpose in life and just in general is just getting the message across to as many people as I can and really just showing people a different way. You know what I'm saying? I came from a certain type of environment. And I was fortunate enough to break through from that and beat the odds. So I feel like it's my duty just to tap back in and reach out to the youth and just try to give knowledge when I can, whether if it's with the music or if it's with just my presence and them just watching me. You know what I'm saying? Because I understand what it feel like to not have nothing or not have much or you trying to get somewhere, but you can't really get there or know how to do it.**

KD Gotti knows these struggles of city live and not having firsthand. Growing up in poverty, he moved frequently between different parts of the county and attended multiple schools, each with its own set of challenges. Despite these obstacles, KD found solace and purpose in music, channeling his experiences into his art. But beyond the flexes and exotic destinations, KD's message is about inspiration. He wants kids from places like Clayton County to see that the world is much bigger than their neighborhoods, their apartment complexes, and their circumstances.



Through focus and determination, they, too, can travel the world and break free from the limitations placed on them. With International Gotti, KD Gotti isn't just making music—he's expanding minds, proving that hip-hop has no borders, and showing that even from a place like Jurassic Park, you can go global.

*"You can learn something from the janitor, or you can learn something from the principal, but you treat the janitor with the same respect as the principal. That always been my mindset as well."*

*-KD Gotti*

See the full article on KD Gotti on [www.thechrldmag.com](http://www.thechrldmag.com)

# ALX BRAND



SPORTS >

## NBA PLAYOFFS

The NBA's relentless competition means even the brightest stars can find themselves in Cabo fishing sooner than expected. This season, the landscape is particularly cutthroat, raising the question: which marquee players might be sidelined when the postseason action tips off?

The NBA's ever-evolving landscape means that even players with MVP caliber skill, can miss the playoffs. The Western Conference is a gauntlet, where even teams with formidable rosters can struggle to secure a playoff berth. This means that players on teams that have had a rocky season, can miss the playoffs.

With a roster boasting Kevin Durant, Devin Booker, and Bradley Beal, the Suns were expected to be contenders. However, team chemistry and consistency issues have put their playoff hopes in jeopardy. This is a prime example of individual brilliance not always equaling team success.

The reality of the modern NBA is that even the most talented individuals can be left on the outside looking in. This season serves as a stark reminder of the league's competitive nature and the delicate balance between individual brilliance and team success.



WORLD>

## THE CULTURAL SOUNDTRACK OF 2025:

Thus far, 2025 has been a whirlwind, a first part of the year where the lines between music, sports, fashion, and pop culture blurred into a vibrant, ever-shifting tapestry. As we look back on the first quarter of the year, one question echoes: what song truly captures the collective feeling of this moment? Send us your answers - thechrdmag@gmail.com



MUSIC >

## THE METAVERSE MUSIC FESTIVAL: IS THIS THE FUTURE OF LIVE PERFORMANCE?

The roar of the crowd, the thumping bass, the shared energy of a live concert – can these experiences be replicated in the digital realm? The rise of the metaverse is posing this very question, with virtual concerts and music festivals offering a glimpse into a potentially revolutionary future for the music industry. The metaverse is no longer a futuristic concept; it's a reality where artists are connecting with fans in immersive virtual environments. Recent examples showcase the growing potential of this technology.

Artists like Ariana Grande have performed virtual concerts on platforms like Fortnite, drawing millions of viewers and creating a unique, interactive experience. These events often feature stunning visuals, interactive elements, and even virtual merchandise, blurring the lines between gaming and live music exchange.

Platforms like Decentraland and The Sandbox are also hosting virtual music festivals, where users can create avatars, explore virtual worlds, and experience live performances from the comfort of their own homes. These events offer a global reach, allowing fans from all over the world to connect and share a collective experience, regardless of geographical limitations.



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