

ISSUE A

May
2024



SKAI HYE

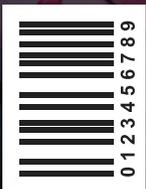
CAN YOU HANG WITH THE
NEWEST FEMALE RAP STAR?

KENDRICK VS DRAKE

WHO WON? THIS
AFTERMATH OF THE BATTLE

OUTLIER

MAGAZINE



NBA PLAYOFFS
LUKA & TATUM LOOK
TO BE HEADED FOR A
BATTLE

Special Edition
FASHION FOWARD
PHARELL WILLIAMS

Artist: Liv Hanna

INTRO

“Art Amplified”



Artist: Sanki



TABLE OF CONTENTS

Fashion Foward

03 Pharell Williams.

Plugged In Profile

05 Meet Vittori

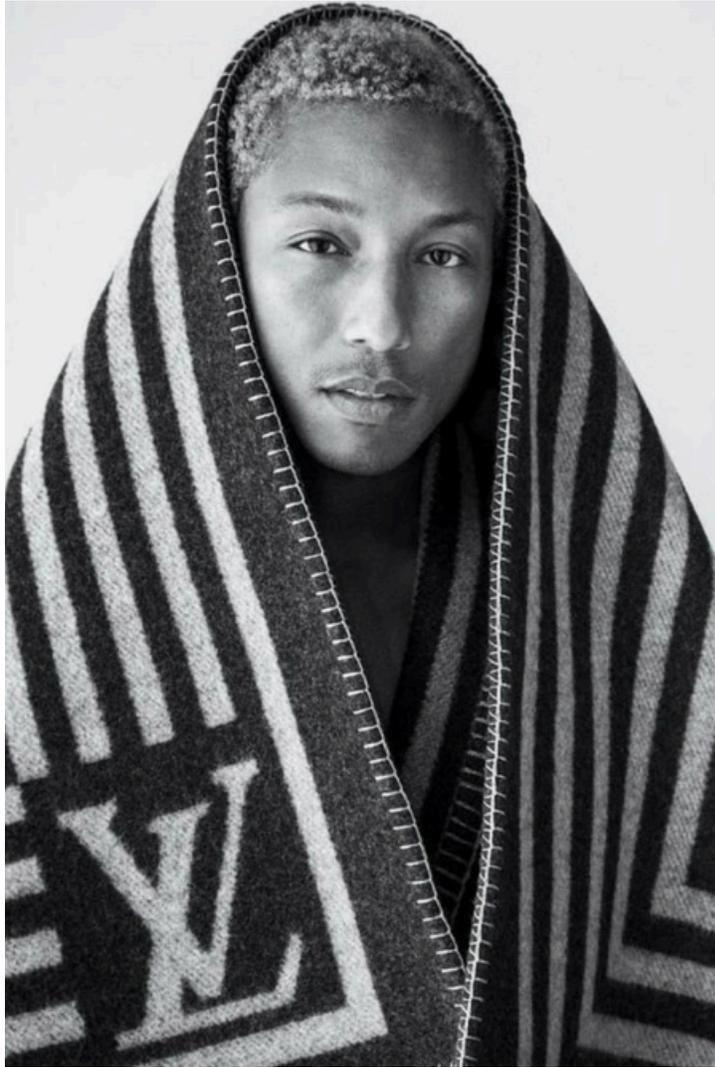
Cover Story

07 Skai Hye

Plugged In

13 See our hot topics for the month

F A S H I O N



"Fashion has to reflect who you are, what you feel at the moment, and where you're going."

-Pharrell Williams

Pharrell Williams first made waves in the music industry as one half of the production duo The Neptunes, alongside Chad Hugo. Their distinctive sound, characterized by its eclectic mix of hip-hop, R&B, and electronic music, quickly garnered attention in the late 1990s and early 2000s. The Neptunes produced hits for a roster of high-profile artists, including Jay-Z, Britney Spears, and Justin Timberlake, earning Pharrell a reputation as a hitmaker.

In 2004, Pharrell took a significant step into the spotlight with his band N.E.R.D., co-founded with Hugo and Shay Haley. The group's genre-blending style further showcased Pharrell's versatility, combining elements of rock, funk, and hip-hop. Their debut album, "In Search Of...", was critically acclaimed and cemented Pharrell's status as a multi-talented artist.

While Pharrell was dominating the music charts, he was also making significant strides in the fashion world. Known for his eclectic and daring sense of style, Pharrell's influence in fashion began to emerge through collaborations with major brands.

In 2005, he co-founded the streetwear brand Billionaire Boys Club (BBC) and the footwear label Ice Cream with Japanese fashion icon Nigo. These brands quickly became staples in the streetwear community, known for their bold designs and premium quality.

Pharrell's partnership with adidas in 2014 marked another milestone in his fashion career. The "adidas Originals x Pharrell Williams" collection featured vibrant, colorful designs and was celebrated for its inclusivity and cultural relevance. His ability to infuse his personal style into his designs resonated with fans and fashion enthusiasts alike.

F O R W A R D



FASHION FORWARD

PHARRELL WILLIAMS

Pharrell Williams is a name synonymous with innovation. His career has transcended genres, taking him from the world of music production to the top of the charts as a solo artist, and finally, to the forefront of the fashion world. Let's explore how Pharrell Williams, the multi-hyphenate, carved his unique path in the world of menswear.

Pharrell's musical success wasn't contained to the recording booth. His personal style, a blend of streetwear staples and high-fashion pieces, always caught attention. He rocked trucker hats before they were mainstream and effortlessly incorporated bold patterns and statement accessories into his looks.

Pharrell's impact on fashion culminated in his appointment as the Men's Creative Director for Louis Vuitton in 2022. This move solidified his status as a true fashion icon, not just a celebrity with good taste.

Pharrell's Legacy:

Pharrell Williams' journey is a testament to the power of embracing your passions. He didn't limit himself to music, but used his creativity and influence to redefine menswear. By staying true to his unique vision, he continues to inspire artists and fashionistas alike, proving that style, like music, can be a powerful language of self-expression.

See the full article on Pharrell Williams on www.thechrddmag.com

—Plugged In Profile

Meet Vittori

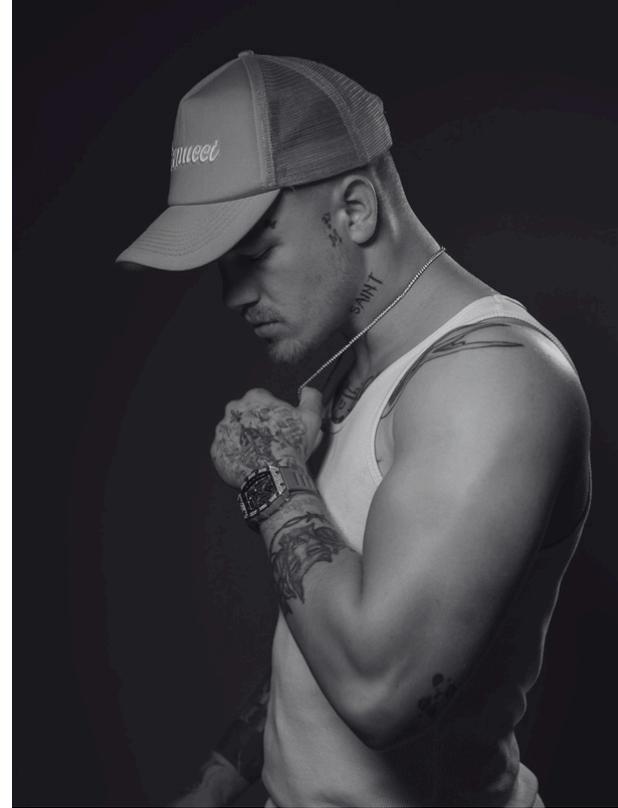
Vittori's latest EP, is a masterpiece.

"Vittori, a name synonymous with versatility and dynamism in the international hip-hop scene, is celebrating a major milestone with the release of his debut album, "Reson8."

This highly anticipated album marks the culmination of nearly a decade of dedication and artistic growth for the accomplished rapper. For eight years, Vittori has been captivating audiences with his unpredictable style, effortlessly shifting between lyrical, upbeat, and melodic approaches. Each release is a fresh experience, leaving listeners wanting more.

His lead single from the "Reson8" project is "Demons" an ode to a friend going through a crisis. In a age of people just watching their love ones and friend crash around them for social media likes, Vittori steps up and confronts his friend in an uncomfortable conversation about his actions and seeming addiction. This masterpiece grabs you if you've ever had to have a tough, uncomfortable conversation with a friend or family member.

"Demons" isn't just another rap song – it's a raw and honest plea. Vittori delves into the emotional turmoil his friend faces, acknowledging the ever-present demons of addiction. The lyrics paint a vivid picture of the struggle, from the initial escape addiction offers to the destructive path it ultimately leads down.



Vittori's delivery is poignant yet resolute. He uses his own experiences, both positive and negative, to reach out to his friend. By sharing his own battles with overcoming addiction, Vittori offers a beacon of hope, urging his friend to embrace a different path.

The song doesn't shy away from the challenges of recovery, but it emphasizes the strength and resilience found within. Vittori's message is clear: there is a way out, and support is available.

With "Demons," Vittori goes beyond entertainment – he uses his platform to create a dialogue about a critical issue. The song's authenticity and raw emotion are sure to connect with listeners on a deep level, sparking conversations about addiction and the importance of support systems.

This powerful single is a testament to Vittori's artistry and his dedication to using his voice for a greater purpose. "Demons" is a must-listen for anyone who has been touched by addiction, offering a glimmer of hope and a powerful reminder that we are not alone in this fight.

See the full article on Vittori on www.thechrddmag.com



AFRO LUXURY BRAND

ESSIEN

THE FUTURE IS AFRICAN
LAGOS | NEW YORK | EUROPE
WORLDWIDE DELIVER



SKAI HYE

Hailing from the vibrant music scene of Oklahoma City, Oklahoma, rapper Skai Hye is a rising talent poised to make waves in the industry. This fresh face brings a unique blend of style and substance, captivating audiences with her "dope" sound and lyrical prowess.

She's grown tremendously since her 2017 release of the Skai Season EP. Coming from being in a group to establishing herself as a solo artist, Skai has put in a lot of work to make sure she charts her own course as an artist.

She's currently prepping her anticipated upcoming release "Heating Up". The Rapper, Actress and Model recently was in Atlanta as a nominee for a Yo Atl Rap award. Skai has fans and industry tastemakers waiting for her upcoming project.

Skai Hye isn't just another rapper on the scene; she's a self-proclaimed "game-changer" ready to redefine the landscape. Her music pulsates with a contagious energy, evident in tracks like "New Season" and "Make Me Sick." These hits showcase her ability to weave catchy hooks with clever wordplay, solidifying her position as an artist to watch.

We recently caught up with Skai, she's been traveling, workings with producers and her team in between her model shoots and recording sessions. We wanted to ask her about her upcoming plans and what her fans can expect from her upcoming August EP..

SKAI HYE



Welcome back to The Chrd, Skai Hye! It's been a while since your last project. What inspired you to come back and hit us with new music?

Thank you for having me back!! There was a lot of inspiration for this new music! When I create music I'm creating for myself and my fans based on what's going on in my life. As I've grown as a person and artist I'm excited to give my fans a deeper look into my life and who I am, as well as continuing to create those FLY VIBES!!!

You've described yourself as a "game-changer." How do you see yourself redefining the rap landscape with your upcoming project?

Absolutely, I'm planning to bring the fly energy, versatility, and the lyricism!! My new music is so different from what you've heard from me before and I plan to keep pushing the limits on what I can do. NO LIMITS!! I want to be bigger than a rapper, I want to be an artist and I'm excited to bring new sounds and styles to the game! Just wait until y'all hear the new music!!

"New Season" and "Make Me Sick" are both energetic tracks with catchy hooks. What's your creative process like when you're crafting a song?

Yesss!! There 2 ways I create music. The first is when I'm in a general writing mood and then I'll listen through beats until I find what calls to me. The second is when I'm feeling a specific emotion and I use the song as a release. So for New Season I knew I wanted to create something that could serve as an introduction/reintroduction and when I heard the beat I knew it was perfect for this! For Make Me Sick I was in a writing mood when I heard the beat and it just came to me!

Your new single "Heating Up" drops in June. Can you tell us a bit about the inspiration behind that track and what kind of vibe it brings?

Yessss, Heating Up was inspired by me preparing for this summer (and year) full of music I'm releasing! It's a lit vibe, talking that ish and just fly energy all around! I'm hoping when fans hear it they get hype and want to dance and turn up! This is also serving as the prequel to my new project so if you like this vibe then you'll love what's coming!!

You've mentioned this upcoming project is your first since 2017. How has your sound or message evolved since then?

I've really come into myself more! With my project Skai Season (2017), it was very experimental and out of my usual box. It was my first time creating solo music out of my group so I really used the opportunity to figure out what I liked. Since then I've grown SO MUCH!! My message turned from just creating music to creating music with purpose. Everything I do is planned and thought through, from the beats, to lyrics, to videos, it's all intentional. I've realized how important of an impact I can make by being intentional and I use that a one of my driving factors with my music.

"Heating Up was inspired by me preparing for this summer (and year) full of music I'm releasing! It's a lit vibe, talking that ish and just fly energy all around! I'm hoping when fans hear it they get hype and want to dance and turn up! This is also serving as the prequel to my new project so if you like this vibe then you'll love what's coming!!"

-Skai Hye

SKAI

With several singles dropping before the album, how do you decide which tracks make the final cut for the project?

It's SO HARD lol!! Because it's been so long since my last project it's important to me to deliver the highest quality music. I've gone through a rigorous process starting with personal listening and ratings. By choosing my favorite songs I then determined the vibe/theme of the project and have selected/written songs that compliment those. Next will be bringing people in to listen and gauge what my fans are feeling. It's important to me that the project is cohesive and that my fans love it just as much as I do!

Collaborations can be a great way to trade ideas and reach new audiences. Are there any artists you'd love to collaborate with on future projects?

SO MANY!!! I can't disclose my features for this current project yet but I can say that they are DOPE!! All of the features for this project will be Oklahoma artists though which I'm really looking forward to! We have a lot of great artists here so choosing was the hardest lol but I'm also really looking forward to working with some artists from out of state as well in the near future!

You've got a loyal fanbase eagerly awaiting this new music. What message do you have for your supporters?

THANK YOU, THANK YOU, THANK YOU!!! If it wasn't for you all I wouldn't go as hard as I do! I'm so grateful to have such a dope fan base who supports me through it all and gives me the space to evolve and create music the way I like to. I hope y'all have as much fun listening to the new music as I did making it!

Any final thoughts or sneak peeks you can give us about what fans can expect from your upcoming project?

Versatility, fly vibes, and dope music! This project will give an overall look at my artistry, from club rap, to introspective rap, even a little r&b Skai lol! You'll get a full introduction to Skai as an artist as well as a foreshadow of the future of Skai. It's coming sooner than you think, I promise that! I'm so excited for you all to hear it! I hope you're readyyyy!!!!



"I'm so grateful to have such a dope fan base who supports me through it all and gives me the space to evolve and create music the way I like to. I hope y'all have as much fun listening to the new music as I did making it!"

-Skai Hye

See the full article on Skai Hye on www.thechrddmag.com

ALX BRAND



PLUGGED IN

SPORTS >

NBA PLAYOFFS

With the NBA playoffs heating up, and basketball fans buzzing about a potential showdown between two of the league's brightest young stars: Luka Doncic of the Dallas Mavericks and Jayson Tatum of the Boston Celtics.

Doncic has been a scoring machine this season, averaging a playoff-high 33.0 points per game (as of May 30, 2024). His all-around game, with strong rebounding and playmaking abilities, makes him a nightmare matchup for opposing teams.

While Doncic is yet to reach the NBA Finals, Tatum led the Celtics to the championship round in 2022. His experience and clutch performances could be crucial in a potential series against Dallas.

Interestingly, Doncic has a winning record against Tatum in their career matchups (5-6). However, individual stats don't tell the whole story, and a playoff series would be a different beast entirely.

This potential matchup would be a clash of styles: Doncic's unguardable dribbling and playmaking versus Tatum's elite scoring and defensive prowess. Both players are capable of taking over a game, making for a high-scoring and thrilling series.

Will this epic matchup come to fruition? Only time and the ongoing playoffs will tell!



FASHION >

THE RISE OF ECO-FRIENDLY STREETWEAR

In recent years, the urban fashion scene has witnessed a transformative shift, with eco-friendly streetwear emerging as a dominant trend. This movement is not just a fleeting fad but a significant revolution. The blend of style and sustainability is reshaping how we perceive and consume fashion.



MUSIC >

THE AFTERMATH: WHO WON DRAKE VS. KENDRICK LAMAR

The highly anticipated rap battle between Drake and Kendrick Lamar, two titans of the industry, has finally concluded, leaving fans and critics alike dissecting the lyrical blows exchanged. But who emerged victorious? The answer, as with most artistic clashes, isn't a simple one, but the consensus is that Kendrick won.

Critics largely agreed that the battle didn't live up to the immense hype. While both rappers delivered strong verses, the focus on personal attacks detracted from the artistry.

Drake might have scored early points with mainstream audiences, but Lamar's lyrical depth resonated with critics and hardcore rap fans. The battle may have boosted both artists' profiles in the short term, but the long-term impact remains to be seen.

The battle wasn't without its unexpected consequences. Drake's diss tracks sparked online harassment towards Lamar's family, prompting widespread condemnation. This negativity overshadowed the musical aspect of the battle, leaving a sour taste in many fans' mouths.

Many fans expressed disappointment that the lyrical giants didn't use this platform to push the boundaries of hip-hop or address social issues. The focus on personal attacks felt like a missed opportunity for a more meaningful artistic



www.fallonaurielle.com