

ISSUE A

FEBRUARY 2024

# CHRD

*FASHION FORWARD*

FANTASIA  
BARRINO

PUBLIC  
RELATIONS &  
BEYOND



SAY BYE BYE TO TIK TOK...  
*WILL CHANGES MADE BY RECORD LABELS  
TAKE DOWN THE SOCIAL MEDIA GIANT?*



Artist: Dav ID



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## — *Plugged In* *Profile*

# Meet Kirrilee

Pop Singer

Meet Kirrilee, a rising star from Melbourne, Australia, who's painting the indie-pop scene with vibrant melodies and introspective lyrics. Her musical ascent began in April 2023 with the release of her debut single, "Rollercoasters," a sonic masterpiece that effortlessly blends dreamy synth-pop with indie sensibilities. Produced by the acclaimed Australian producer Brodie Travers, the song instantly captivated fans and critics alike, becoming an anthem for love, longing, and self-discovery.

"Rollercoasters" wasn't just a song; it was a gateway to Kirrilee's captivating universe. She followed up the single's success with an equally mesmerizing music video on April 21, directed by the rising Australian talent ZacoBro. The video's dreamlike visuals took viewers on a journey through Kirrilee's artistic heart, perfectly complementing the song's themes.



Determined to share her musical tapestry, Kirrilee released her second single, "Loophole," in May 2023. This dark pop gem, infused with catchy melodies and heartfelt lyrics, further solidified her place as a rising star in the Australian music scene. Each subsequent release became a testament to her unwavering drive and artistic evolution.

Learn more about Kirrilee in her article published earlier this month.

[Continue Kirrilee's article.](#)

## Queen Bey and the Country Conundrum: "Texas Hold 'Em" Sparks Debate

Beyoncé's foray into country music with her new single "Texas Hold 'Em" has set the internet ablaze, igniting a firestorm of debate about genre, representation, and artistic ownership. While some hail it as a groundbreaking moment, others question its authenticity and accuse it of being culturally appropriative. Let's unpack the controversy surrounding this unexpected musical move.



Kevin Mazur/Getty Images



Kevin Mazur/Getty Images

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### TEXAS HOLD 'EM" SPARKS DEBATE

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"Texas Hold 'Em" features a classic country twang, complete with acoustic guitars, pedal steel, and Beyoncé's signature powerful vocals. Lyrically, it tells a story of resilience and female empowerment, drawing inspiration from Texas Hold 'Em poker and weaving in themes of perseverance and overcoming challenges.

Some critics argue that the song, despite its country leanings, lacks the lived experience and deep-rooted connection to the genre required for true authenticity. They claim it appropriates a cultural space without meaningfully engaging with its history and struggles.

[Click here to read entire article](#)



ITS GIVIN...

# FANTASIA BARRINO

By Nikki The Coach

Photographs Sonejr

Fantasia Barrino has been a household name for over 15 years now, and she shows no signs of slowing down. Her fashion style is one of the many ways in which she has continued to captivate audiences. Fantasia's style has always been bold and daring, but lately, she has been pushing the envelope even further.

One of Fantasia's most notable looks is her short hair. Her most recent pixie cut has been turning heads. This hairstyle has allowed her to show off her beautiful face and features, and it seems to have given her even more confidence than she already had.

In addition to her coined hairstyle, Fantasia has also been making waves with her latest fashion choices. Her outfits have been bold and colorful, with a mix of classic and modern styles. She has been seen wearing everything from bright, flowing dresses to sleek, tailored suits. No matter what she wears, she always manages to look absolutely stunning.

Fantasia's fashion choices are not the only thing that has been keeping her in the spotlight. She has also recently taken on the role of Celie in the Broadway production of "The Color Purple". This is a huge accomplishment for Fantasia, who has been a fan of the show since she was a child. Her powerful voice and emotional acting have earned her rave reviews, and it is clear that she is a force to be reckoned with on stage. It is clear that Fantasia's music longevity is not the only thing that has kept her relevant all these years. Her fashion style and recent ventures have shown that she is a multi-talented artist who is not afraid to take risks and push boundaries. We can't wait to see what she does next!

Spiritual Trips and Industry Guidance

Nicole Sabrina

BY FONTAINE

PHOTOGRAPHS BY KING SNOOK

PUBLIC  
RELATIONS &  
SHROOMS?



The Power Of

# MAGIC SHROOMS

BY ANITA WREN

PHOTOGRAPHS BY PAT SANTOS

BORN IN NEW JERSEY BUT BRED IN ATLANTA, GEORGIA, NIKKI SABRINA ISN'T YOUR AVERAGE PR PROFESSIONAL. WITH AN INFECTIOUS ENERGY AND A MULTI-FACETED CAREER, SHE'S MORE THAN JUST A PUBLICIST - SHE'S A MENTOR, ENTREPRENEUR, AND "BOUJIE BOSS."

BUT BEHIND THE LARGER-THAN-LIFE PERSONA LIES "NIKKI THE COACH," A PASSIONATE INDIVIDUAL DEDICATED TO EMPOWERING HER CLIENTS AND PROPELLING THEM TOWARDS SUCCESS.

HER ROSTER BOASTS A DIVERSE ARRAY OF TALENT, FROM RISING INDEPENDANT ARTISTS TO CASSIDY, A RENOWNED AMERICAN BATTLE RAPPER, KAMI DAVAE, WHO CAPTIVATED AUDIENCES AS "LAVENDER" IN THE FILM "MATILDA." EVEN VETERAN RAPPER ENESS, FORMERLY SIGNED TO BAD BOY RECORDS, TRUSTS NIKKI'S GUIDANCE.

HER SECRET WEAPON? A HOLISTIC APPROACH THAT TRANSCENDS TRADITIONAL PR TACTICS. "PSILOCYBIN MUSHROOMS CHANGED MY VANTAGE POINT ON LIFE. I FEEL LIKE THEY HELP ME VIEW AND UNDERSTAND REAL-ITY IN A DIFFERENT WAY. I HAVE RECOGNIZED THAT I AM A SPIRITUAL BEING GOING THROUGH A HUMAN EXPERIENCE

SO MY INTERACTIONS, MY RELATIONSHIPS, MY CHALLENGES, THEY ARE ALL APART OF MY PROCESS THEY ARE MEANT TO HAPPEN TO TEACH ME WHAT I CAME HERE TO DO THEY HAVE HELPED ME WITH COPING SKILLS ON MY EMOTIONS AND HOW I DEAL WITH PEOPLE. I HAVE LEARNED TO ACCEPT PEOPLE FOR WHERE THEY ARE IN THEIR OWN PROCESS. I'VE BECOME A VESSEL OF LIGHT LOVE AND ENERGY AND WITH THAT IT HELPS ME GUIDE MY CLIENTS TO THE NEXT LEVEL."

WHILE SKILLED IN SECURING MEDIA PLACEMENTS AND CRAFTING STRATEGIC CAMPAIGNS, NIKKI TAKES THE EXTRA STEP TO BECOME A TRUSTED CONFIDANTE AND GUIDE.

THROUGH HER COMPANY, ORNG6, SHE PROVIDES CLIENTS WITH THE TOOLS AND SUPPORT THEY NEED TO GROW THEIR BRANDS, NAVIGATE THE COMPLEXITIES OF THE ENTERTAINMENT INDUSTRY, AND ACHIEVE THEIR FULL POTENTIAL.

NIKKI'S MOTTO IS CLEAR: "HELP TAKE CLIENTS TO THE NEXT LEVEL." AND FOR HER, "NEXT LEVEL" ISN'T JUST ABOUT INDUSTRY RECOGNITION, IT'S ABOUT EMPOWERING INDIVIDUALS, AMPLIFYING VOICES, AND LEAVING A LASTING IMPACT. SO, KEEP AN EYE OUT FOR "NIKKI THE COACH" AND HER BOUJIE SQUAD - THEY'RE CHANGING THE GAME, ONE STAR AT A TIME.

**Nicole Sabrina took some time to sit with us and allow the public to get to know her a bit more.**

You've crafted a diverse and impressive career path – influencer, entrepreneur, A&R, PR. How did you initially break into the Atlanta scene, and what sparked your decision to pursue all these avenues simultaneously?

**You know sometimes I still wonder how I did it. Those are a lot of titles and I hate to be boxed in as one thing because the world puts so many expectations on you. So consider me an industry plug lol. But seriously they kinda fell in my lap. I realized that as I grew and educated myself on the industry I was doing what these title described. People were giving me product to test and show off to the world or requesting my presence at their event so others would come hence influencer/ambassador. I was networking with artist and in the studio helping them structure their albums and create dope music, hence the A&R. I was in the rooms with media outlets and putting people on red carpets and orchestrating events, hence the PR. I was simply doing what I love to do and that I help people on their career path. Hell if you wanted to you could call me a graphic designer, and a music writer, a journalist etc lol. I just love what I do, so I hate to really put specific titles on it. Like I said industry plug for me!**

"Boujie" is core to your brand. How would you define that term, and how does that philosophy guide your various business ventures?

**Boujie is such a fun term. When it comes to my craft my clients know we am for industry standard or better. My aura screams best of the best so thats what I like to provide for you. Dont give me half ass because you wont get it from me .**

You work extensively with independent artists as "Nikki the Coach". What are the most common challenges you see these artists face, and how do you address them in your coaching?

**I just love the independent artist because the grind is so real. I love to watch them elevate from one stage in their career to the next with pure sacrifice and get up and go get it mentality, without a huge machine behind them. It comes with challenges and more often then not a see them on rocky slope of "doing what others do" and not staying true to themselves. I also see them trying to rush the process simply because of that same thing, they see what others are doing. My advice... you never have to rush to a place that is already prepared for you. Trust the process of being YOU.**



## Nicole Sabrina

You juggle hosting, motivational speaking, and consulting on top of your other ventures. What motivates you to keep expanding your reach and wear all these hats?

**That answer is definitely all wrapped up in psychedelics. Trips take me to a place where I create my reality. It shows me what I should be doing and aligning my energy with. On top of those things I nurse plants and do holistic massages. Really its one hat that is to be a vessel of good energy light and love to the universe. I filter that thru my clients in every aspect.**

With all your achievements, what are some goals you're still striving toward in your career and how do you plan to overcome the challenges on your path?

**One goal that I am looking forward to achieving is opening my PR firm and distribution company. Challenges are apart of the process so staying grounded in my spirituality is key. When I need answers i go into mediation, I'll take a psychedelic trip. lol Im sure by now you know I lean on Magic Mushrooms for a lot. They allow me to experience REALity. Psychedelics changed my life for real.**

What advice would you give to aspiring entrepreneurs, especially young women seeking a path in the entertainment industry?

**The entertainment industry has a lot of dark energy to it and honestly not just that industry the world has it, but my advice would be to find something to stay grounding in. Whether it be your why or your spiritually. Lean on that for your answers and Stay true to you.**



Nicole Sabrina

# BOUJIE

BLOKKAS



LET ME SEE  
HOW YOU BLOK

YEAR END  
SALE

UP TO  
**75% OFF**

WHILE SUPPLIES LAST



CONVENIENT  
FAST SHIPPING



VISIT OUR WEBSITE

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

# COACH'S CORNER

## SAY BYE BYE TIK TOK

Blogged by Nikki the Coach

The music giant, Universal Music Group recently made the decision to pull their artists' music off TikTok due to concerns over the platform's licensing deals. This move aims to ensure fair compensation for their artists and protect their intellectual property rights. By removing their music, Universal Music Group seeks to negotiate better terms with TikTok.

This decision has sparked mixed feedback. While some users express disappointment over not being able to access their favorite songs, others applaud Universal Music Group for taking a stand against what they perceive as unfair practices. Additionally, artists under the label may experience both positive and negative impacts on their visibility and revenue streams.



Overall, Universal Music Group's choice to remove their music from TikTok reflects a broader industry trend of artists and labels asserting control over their content and seeking fair compensation in the digital age. How does it have you feeling?



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