



SEPTEMBER '25

Top5

Emerging  
Music Artists

LaTina  
Boyd

What's new from  
one of social media's  
hottest influencers.

THE

# CHRD

MAGAZINE

NickLaVelle

Prepares to heat up Atlanta  
with upcoming concert.

Sachellys Releases  
"Mujerón,"



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# THE CHRD MAG

Featured Stories

Volume 07

## NOVMBR'S "DANTALION": A DARK NEW REALM

Rapper NOVMBR has unleashed his new single, "Dantalion," a track that isn't just a song, but an experience. The single draws listeners into a dark and consuming realm, showcasing a style that holds purpose, energy, and intent within every lyric. With its vibes reminiscent of artists like XXXTentacion or Trippie Redd, "Dantalion" is a bold statement from an artist who is just getting started.

From the moment the track begins, the distorted bass takes hold, consuming your senses and setting a mood that is both intense and atmospheric. As the beat pulls you deeper, NOVMBR's lyrics take over, delivering a raw and unfiltered message. This is more than just a hip-hop track; it's an exploration of a unique artistic vision.



### Unveiling a Symphony of Artistic Flair

"Dantalion" is just the beginning of what NOVMBR has in store. It serves as a powerful preview of his sound and a clear indication that he is an artist unafraid to explore the darker, more creative corners of the genre. If this single is any indication, NOVMBR is an artist to watch as he continues to push boundaries and create music that is as much art as it is sound.



## *Plugged In Profile*

### *Meet Bruklin*

The pop landscape is currently being redefined, and at the center of the seismic shift is New York-based sensation, Bruklin. At a mere 17, she's already commanding the industry's attention, not just with her undeniable star quality, but with a sound that is as introspective as it is dance-floor ready. Her latest single, "Through It All," is the sophisticated full stop on her compelling EP, *Echo*, and frankly, it's a masterpiece of modern pop resilience.

Bruklin's sound is a dynamic, delicious blend—a cocktail of R&B swagger, electrifying electronic elements, and razor-sharp pop hooks. But what truly elevates her is her lyrical depth. "Through It All" is the emotional centerpiece of *Echo*, weaving the entire journey of the project into a vibrant message of growth, resilience, and the sheer power of pushing forward.



This isn't just a catchy track; it's an authentic, heartfelt narrative set to a pulsing beat. As Bruklin herself describes it, the song is about "bringing the journey full circle," an uplifting energy that resonates with anyone who values meaningful storytelling in music. She's reaching past the surface, sharing the heart of the EP with curators and fans who appreciate an impactful song.

Bruklin's path to pop stardom is as compelling as her music. Her talent was discovered young, with the artist performing on major television shows in her homeland of Albania at the tender age of 11. Her move to the U.S. presented its challenges, but rather than slowing her down, it seems to have fueled her commitment to her craft.

[Check out our full feature on Bruklin](#)



# *Sachellys Releases “Mujerón,”*

In the ever-evolving landscape of global pop, a truly resonant song doesn't just hit the charts—it hits the soul. And Colombian-British singer-songwriter Sachellys has delivered a magnificent new declaration with her latest single, “Mujerón.” More than just a track, this is a rallying cry, a self-celebration, and the definitive sound of an artist stepping into her power.

For Sachellys, “Mujerón” marks an exhilarating turning point in her artistic journey, celebrating the inner strength of women who bravely shatter barriers on the path to their dreams. It's the anthem for every woman who knows her worth, yet it was born from a surprisingly vulnerable place.

The genesis of “Mujerón” came during a period of creative introspection. Sachellys was feeling blocked, questioning her direction, and searching for the next evolution of her sound. “I wanted to challenge myself to create something different and fresh, and explore a topic I hadn't touched on before,” she shares. “As I stepped into a new chapter of my life, I needed my lyrics to reflect that growth.”

What began as a personal testament soon expanded into something universal. Sachellys quickly realized the song's narrative mirrored her mother's journey, and by extension, the odyssey of countless resilient women.

**“This song isn't just for me; it's for every woman who has overcome barriers and broken down doors to make it to the other side.” — Sachellys**

The single, produced by Eddie Allen, found its footing unexpectedly. Sachellys's creativity was sparked by an unfinished instrumental beat—a perfect blend of a fresh rhythm and captivating guitars—that Allen had sent her way. The resulting track is a testament to her unique sound, which flawlessly blends her vibrant Latin essence with sharp UK influences, creating music defined by both vulnerability and strength.

[Full article on Sachellys](#)







# LATINA BOYD: THE INFLUENCE ISSUE

BY EVELYN MARIE



# New Age Icons

## Authenticity, Adaptability, and the Art of Being Ahead: A Conversation with Brand Empress LaTina Boyd



The Chrd Magazine's latest "The Influence Issue" features a compelling interview with brand empress LaTina Boyd, focusing on the pivotal role of authenticity and adaptability in the digital sphere. LaTina shared that her journey as an Instagram influencer, which began as a simple extension of her passions for beauty, health, and fashion, has blossomed into a profoundly positive and fulfilling experience. ns that have propelled her growth.



When discussing her reputation as a trendsetter, LaTina revealed that staying ahead of the curve is one of her favorite parts of the job. She embraces the identity of an early adopter, eagerly testing the newest skincare technology, trending health products, and emerging fashion aesthetics. For LaTina, the excitement comes from being one of the first to experiment, stating that the goal is not merely to follow trends, but to set them and make them her own. This fearless approach to trying it all stems from a core belief that style and beauty thrive on curiosity, an open mind, and fun. Her success is distilled into her "Laws of Influence," which prioritize the Power of Consistency, the Joy of Experimentation, and the maxim that Network is Net Worth, underscoring that the most enduring influence is built on genuine connection and an unshakeable belief in oneself.



# LaTina is a Fashion & Brand Inspiration for Every Woman

In the dynamic world of digital influence, few creators navigate the space with the grace, authenticity, and trendsetting style of LaTina Boyd. Beyond the curated grid and viral content, LaTina has built a thriving platform by consistently translating her passions for beauty, health, and fashion into genuine connection. As she continues to redefine what it means to be a modern brand influencer, we sat down with her to discuss the journey, the growth, and the exhilarating pressure of being an early adopter.

"Along the way, I've gained a deeper understanding of different personalities, built resilience, and developed the ability to adapt to new opportunities with an open and positive mindset."

**Evelyn:** Hello LaTina, thank you for allowing us to cover you again. What has your overall experience being an Instagram brand influencer been like?

**LaTina:** My journey as an Instagram influencer has been such a positive and fulfilling experience overall. What started as simply sharing my passions for beauty, health, and fashion has grown into a space that's helped me not only express myself creatively but also learn so much about people, challenges, and the value of connection. It has allowed me to be in spaces that I would never imagine having the opportunity to be in.

Along the way, I've gained a deeper understanding of different personalities, built resilience, and developed the ability to adapt to new opportunities with an open and positive mindset.

One of the things I'm most grateful for is the network I've built through this work. Social media can sometimes feel overwhelming, but I've been fortunate to connect with inspiring, supportive individuals who encourage growth and collaboration. These connections have turned into genuine relationships and professional opportunities that continue to push me forward. Being an influencer has given me more than just a platform, it has taught me the importance of authenticity, community, and consistency. This experience has shown me how powerful it is to use your voice in a way that uplifts others while also staying true to yourself. I truly value the lessons and relationships I've gained, and I'm excited to continue growing both personally and professionally through this journey.





**Evelyn:** Your style is often described as unique and trendsetting. How do you stay ahead of the curve when it comes to fashion and beauty trends?

**LaTina:** One of my favorite parts of being in this space is keeping up with trends and, honestly, jumping on them as soon as they pop up. I like to be an early adopter, whether it's testing out the newest skincare technology, trending health products, or trying fashion trends to set the tone for the next season. I get so much joy out of being one of the first to try a new skincare ingredient everyone's buzzing about.

It keeps things exciting, and it pushes me to keep experimenting and finding new ways to elevate. For me, it's not just about following trends, it's about setting them and making them my own. For me, beauty is about staying curious, keeping an open mind, and always having fun with the process. That's what makes my style unique, I'm not afraid to try it all, and I genuinely enjoy being ahead of the curve.

**Evelyn:** Skincare is an essential aspect of beauty. What are some of your favorite skincare products or routines that you swear by for maintaining healthy, glowing skin?

**LaTina:** Lately, I've really been loving the way my skincare routine has been coming together. It feels like I've finally found those staple products and ingredients that make a real difference. I'm all about keeping my skin healthy, glowing, and feeling fresh, and if I had to pick three products I've really dived into over the past year it would be: collagen, hyaluronic acid, and retinol. I love collagen, because it feels like I'm taking care of my skin internally and externally. Whether it's in skincare products or even supplements, collagen has become one of those quiet little heroes in my routine that I don't want to give up.

Then with hyaluronic acid, this is such a must-have for me because it keeps my skin so hydrated and plump. I notice right away when I skip it! It makes everything else like my makeup, moisturizer, even sunscreen apply so much smoother. And of course, retinol has been such a game-changer. I was a little hesitant at first because I'd heard it can be intense, but once I found the right balance, I fell in love with the results. It helps smooth out my skin, refines texture, and just gives me that natural glow. Altogether, these three are the power trio I've really leaned into. They each do something different, but together they've completely elevated my skincare routine. I love how my skin feels more hydrated, smoother, and just healthier overall. They've become my everyday must-haves!





## GLOBAL CHORD: 6 ARTISTS ON THE CUSP OF STARDOM

Discover the new voices shaping the future of sound



THE ARTISTS • THE JOURNYES • THE MUSIC






# ARTIST NAME: LYVIA LONDON

NOTTINGHAM, UK SINGER LYVIA IS QUICKLY MOVING FROM VIRAL SENSATION TO GLOBAL SUPERSTAR, THANKS TO THE POWER OF AUTHENTIC TALENT MEETING SOCIAL MEDIA. SHE INITIALLY CAPTURED THE WORLD'S ATTENTION WITH A SERIES OF RAW, COMPELLING VIRAL VIDEOS WHERE SHE SIMPLY STOOD ON A STREET CORNER AND SANG HER HEART OUT. THIS GENUINE APPROACH RESONATED DEEPLY WITH MILLIONS, CATAPULTING HER INTO THE SPOTLIGHT. NOW, HAVING SUCCESSFULLY TRANSLATED HER DIGITAL FOLLOWING INTO REAL-WORLD SUCCESS, LYVIA HAS SOLD OUT HER OWN CONCERTS AND IS WIDELY CONSIDERED TO BE ON THE VERY VERGE OF SUPERSTARDOM, PROVING THAT TRUE TALENT ALWAYS FINDS AN AUDIENCE.

PHOTOGRAPH BY: @KITDALEDOP





# ARTIST NAME: 6UFF(BUFF)

## NIGERIA

STEPPING OUT FROM BEHIND THE BOARDS AND INTO THE SPOTLIGHT, NIGERIAN RAPPER 6UFF HAS RAPIDLY BECOME A VIRAL SENSATION, CAPTIVATING AUDIENCES WITH HIS DISTINCTIVE SOUND AND COMMANDING PRESENCE. 6UFF'S SIGNATURE LIES IN HIS ROUGH YET MELODIC TONE, A VOCAL DELIVERY THAT EFFORTLESSLY BLENDS GRITTY AUTHENTICITY WITH AN UNDENIABLE MUSICALITY. THIS UNIQUE AUDITORY BLEND, COUPLED WITH HIS HULKING PHYSIQUE AND A VISUAL AESTHETIC THAT IS AS SINGULAR AS HIS FLOW, HAS MADE HIM AN IMMEDIATE STANDOUT. KNOWN FOR TRACKS LIKE "PRODIGY" AND "BADDA DAN," HE'S A FORCE TO BE RECKONED WITH, BLENDING INDIGENOUS SOUNDS WITH MODERN TRAP SENSIBILITIES, ESTABLISHING HIMSELF AS AN ARTIST WHO IS NOT JUST MAKING NOISE, BUT SHAPING THE FUTURE OF NIGERIAN HIP-HOP.

PHOTOGRAPH BY: @HEEYANGIMAGERY





# ARTIST NAME: MOON 📍 SOUTH KOREA

THE RISING STAR KNOWN AS MOON (문) IS A FASCINATING FRENCH RAPPER WHO HAS CARVED OUT A UNIQUE SPACE WITHIN THE KOREAN HIP-HOP SCENE, CAPTIVATING AUDIENCES WITH HER STUNNING MODEL LOOKS AND INFECTIOUS ENERGY. OF VIETNAMESE, CHADIAN, AND SENEGALESE DESCENT, MOON WAS BORN AND RAISED IN FRANCE BUT HAS MADE HER CAREER IN SOUTH KOREA, DEMONSTRATING A POWERFUL COMMITMENT TO KOREAN CULTURE. SHE FLUENTLY RAPS IN BOTH KOREAN AND ENGLISH, OFTEN BLENDING AFRO-DRILL AND TRAP TO CREATE A DISTINCTIVE GLOBAL SOUND THAT REFLECTS HER DIVERSE BACKGROUND. MOON DEBUTED IN KOREA WITH THE ELECTRIFYING TRACK "SEOUL CITY DRIFT" AND HAS BUILT A SIGNIFICANT PRESENCE ONLINE, INCLUDING A LARGE FOLLOWING ON TIKTOK, PROVING SHE'S A TRULY MULTILINGUAL MARVEL AND A FORMIDABLE FORCE AT THE INTERSECTION OF MUSIC AND FASHION.

PHOTOGRAPH BY: @EGOTTON\_STUDIO





## ARTIST NAME: LAREEZY LOUISIANA

LOUISIANA RAPPER LA REEZY IS A BREATH OF FRESH AIR, TAKING THE GENRE BACK TO A TIME WHEN ARTISTRY WAS DEFINED BY TRUE TALENT AND GENUINE FUN. HAILING FROM NEW ORLEANS, THE 20-SOMETHING ARTIST EMBODIES THE SOUL AND SONIC SPIRIT OF THE SOUTH, MELDING THOUGHT-PROVOKING PERSPECTIVES WITH INFECTIOUSLY CATCHY HOOKS. HIS MUSIC, LIKE THE RECENT SINGLE "HARDHEAD," RADIATES A POSITIVE, SOULFUL ENERGY ON HORN-DRIVEN BEATS, OFFERING WISDOM AND HONESTY IN A WAY THAT FEELS INSTANTLY RELATABLE. A COMPLETELY SELF-MADE TALENT, LA REEZY IS NOT JUST A RAPPER; HE IS ALSO A SKILLED PRODUCER, MIXER, AND MASTER OF HIS OWN TRACKS, A TESTAMENT TO THE COMPREHENSIVE ARTISTRY SEEN IN RAP'S GOLDEN ERA. HIS TALENT IS DRAWING MAJOR ATTENTION, WITH LEGENDS LIKE KENDRICK LAMAR AND TYLER, THE CREATOR OFFERING HIGH PRAISE, CEMENTING HIS POSITION AS THE "LEADER OF THE U.T.H." (UTILIZING TIME HERE) AND THE NEXT MAJOR VOICE TO EMERGE FROM LOUISIANA.





# ARTIST NAME: AMANDA REIFER

## LOUISIANA

BARBADIAN SINGER AND SONGWRITER AMANDA REIFER IS POISED TO BECOME ONE OF TOMORROW'S SUPERSTARS, LEVERAGING HER POWERFUL CONFIDENCE AND MULTIFACETED ARTISTRY. SHE FIRST CAPTURED ATTENTION AS THE CHARISMATIC FRONTWOMAN OF THE BAJAN BAND COVER DRIVE, WHICH ACHIEVED SUCCESS IN THE UK WITH A NUMBER-ONE HIT. STEPPING INTO HER SOLO CAREER IN 2018, REIFER BEGAN CRAFTING A UNIQUE SOUND THAT FUSES HER CARIBBEAN ROOTS WITH R&B, SOUL, AND HIP-HOP INFLUENCES, CULMINATING IN A STYLE SHE CALLS "THE REIFER FILES." HER RISE ACCELERATED DRAMATICALLY IN 2022 WHEN SHE LANDED A WRITING SESSION WITH KENDRICK LAMAR, WHICH RESULTED IN THE SONG "DIE HARD," A STANDOUT TRACK FROM HIS ALBUM MR. MORALE & THE BIG STEPPERS, EARNING REIFER TWO GRAMMY NOMINATIONS FOR ALBUM OF THE YEAR AND BEST MELODIC RAP PERFORMANCE. HAVING MOVED TO LOS ANGELES TO PURSUE HER SOLO PATH, THE BAJAN ARTIST CONTINUES TO RELEASE DEFIANT, ANTHEMIC TRACKS LIKE "WOMAN NOW" AND "COLONIZE" THAT EMBODY HER JOURNEY OF SELF-DISCOVERY AND CREATIVE EVOLUTION, MARKING HER AS A DYNAMIC INTERNATIONAL DISRUPTOR.

PHOTOGRAPH BY: @JIMMYFONTAINE1



BONUS  
PICK

# ARTIST NAME: 4FARGO ATLANTA

HAILING FROM DECATUR, GEORGIA, R&B SINGER-SONGWRITER 4FARGO HAS RAPIDLY ASCENDED THE RANKS BY INJECTING RAW, UNFILTERED EMOTION AND HUMOR INTO THE CONTEMPORARY R&B SCENE, A SOUND HE APTLY DUBS "EXPRESS & B." HIS BREAKOUT SINGLE, "SHE'LL BE OK," BECAME A VIRAL SOCIAL MEDIA PHENOMENON, ORIGINALLY TEASED ON FACEBOOK AND INSTAGRAM REELS, QUICKLY RACKING UP OVER 15 MILLION STREAMS AND MAINTAINING MOMENTUM MONTHS AFTER ITS INITIAL 2023 RELEASE. THE TRACK'S SUCCESS WAS AMPLIFIED BY A REMIX FEATURING MULTIPLATINUM R&B SENSATION JACQUEES, FURTHER CEMENTING ITS STATUS AS ONE OF ATLANTA'S HOTTEST R&B EXPORTS. BEYOND HIS VOCAL VERSATILITY AND ABILITY TO CRAFT A CAPTIVATING HOOK—EXPLORING THEMES OF LIFE, LUST, AND LOVE—4FARGO MAINTAINS A STRONG CONNECTION WITH HIS AUDIENCE BY SHARING IMPRESSIVE FREESTYLES OVER R&B CLASSICS AND DISPLAYING HIS COMEDIC SIDE WITH HILARIOUS REELS ON SOCIAL MEDIA, PROVING HE'S BUILDING A GENUINE COMMUNITY AS MUCH AS A COMPELLING MUSIC CATALOG. HE HAS ALSO COLLABORATED WITH ARTISTS LIKE ERIC BELLINGER AND THEARTIST\$, AND RECENTLY RELEASED SINGLES LIKE "POSTED ALONE" AND "YOUR LOVE IS GOLD."





## Rock's Revenge—The Nu-Metal Band That Just Topped the Charts

# ROCKSTAR

Whispers of "Rock is Dead" have echoed for years, but as 2025 rolls on, the genre is proving those eulogies were premature. A quiet but persistent rock resurgence has been building, fueled by a new generation of genre-blending artists and, in a surprising twist, the triumphant return of a late-'90s behemoth. Forget the guitar solos of yesterday; today's rock revival is loud, defiant, and just scored a shocking number one hit.

The most undeniable proof that rock is back on the charts comes from none other than Fred Durst and Limp Bizkit. The nu-metal legends recently crashed the music landscape with their new single, "Making Love to Morgan Wallen." The song, taken from the upcoming Battlefield 6 soundtrack, has landed at No. 1 on multiple Billboard charts, including the Hot Hard Rock Songs, Alternative Digital Song Sales, and Hard Rock Digital Song Sales tallies.



This feat is particularly significant because it marks Limp Bizkit's first time topping a Billboard song chart since "Re-Arranged" ruled the Alternative Airplay chart back in 1999. The track's buzz is a perfect storm of viral marketing, a brilliantly provocative title, and the simple fact that the song is an undeniable, kinetic slice of "Express & B"-esque nu-metal. The single garnered an impressive 2.6 million US streams and 2,000 downloads in its first week, proving that a demand for unapologetic, aggressive rock remains powerful.

From classic bands reuniting (hello, Oasis and AC/DC) to new artists dominating streaming platforms, the air is thick with electric guitar riffs. Fred Durst's chart-topping single is less an anomaly and more a loud, definitive punctuation mark on rock music's resurgence. The message is clear: the most important genre of the 20th century is staking its claim in the 21st. Get ready to turn it up.

Limp Bizkit's chart domination is a major headline, but it's just one piece of a broader trend. Rock is thriving through genre fusion and the rise of exciting new acts:

- **The Bridges:** Canadian indie rock band The Beaches recently won Group of the Year and Rock Album of the Year at the 2024 Junos and are exploding into the mainstream with their new record, *Blame it on Brett*.
- **Classic Influences, New Edge:** Groups like Greta Van Fleet continue to channel the spirit of classic rock icons like Led Zeppelin with a modern, stadium-ready sound.
- **Genre-Blenders:** Modern rock isn't staying in a box. Artists are increasingly pulling in influences from electronic, hip-hop, and even country music, creating exciting fusions that resist stagnation. The best new rock is not tied to the past; it's vibrant, experimental, and perfectly suited to the streaming age.





# NICK LAVELLE

For those who track the pulse of modern R&B, Nick LaVelle isn't just an emerging talent—he's a dominant force. The dynamic singer, songwriter, entrepreneur and performer has been on an undeniable upward trajectory over the past three years, cementing his unique blend of smooth vocals and kinetic rhythms, a style he aptly calls "Express & B." The Chrd Magazine is marking his upcoming show as the must-attend event of the season for discerning music fans. Mark your calendars for Sunday, November 30th, 2025, as Nick LaVelle takes the stage at Vinyl at Center Stage in Atlanta, GA, for a live concert experience. The show promises to be a showcase of the talent that has earned him millions of streams and buzz in music circles.

LaVelle's recent run is punctuated by high-profile collaborations that have solidified his commercial appeal. His hit single "WIFI," a lively fusion of R&B, Reggaeton, and Afrobeats, features multi-platinum sensation Jacquees. The two artists even went on a successful 27-city national tour together, with LaVelle powered by his own Truu Colors Entertainment company. Furthermore, LaVelle's versatility is highlighted on tracks like "Tap In," which features Detroit rapper Sada Baby, demonstrating his ability to effortlessly bridge R&B melodies with hip-hop grit. With new music on the horizon and plans to curate his first music and taste festival in Atlanta, this concert is your chance to catch a star who is already shining brightly and gearing up for even bigger things. Tickets, including a VIP Meet & Greet option, are already on sale.

[Click to purchase tickets.](#)