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THE CHRD MAGAZINE

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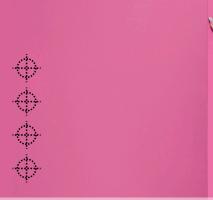
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Featured Stories

NOVMBR'S "DANTALION": A DARK NEW REALM

Rapper NOVMBR has unleashedhis new single, "Dantalion," a trackthat 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

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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.





Men Hae Loons



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 <u>LaTina Boyd</u>, 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, <u>LaTina</u> 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.







The Inflence Issue....

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

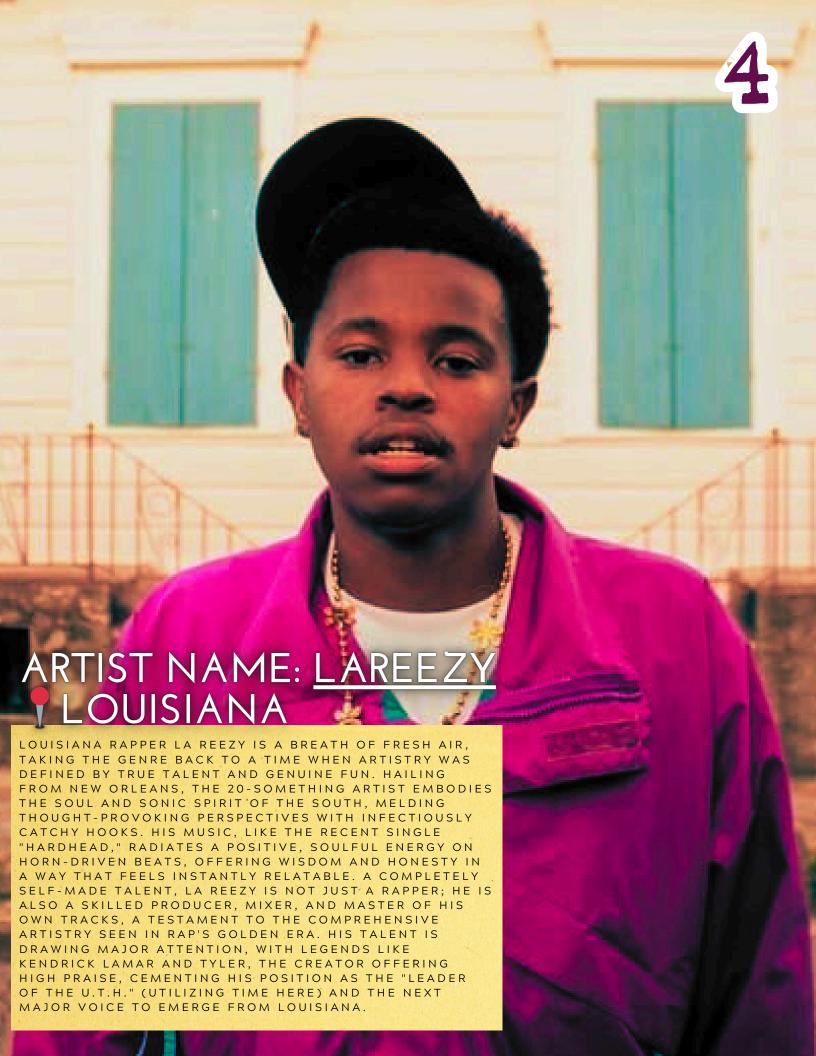


THE ARTISTS • THE JOURNYES • THE MUSIC

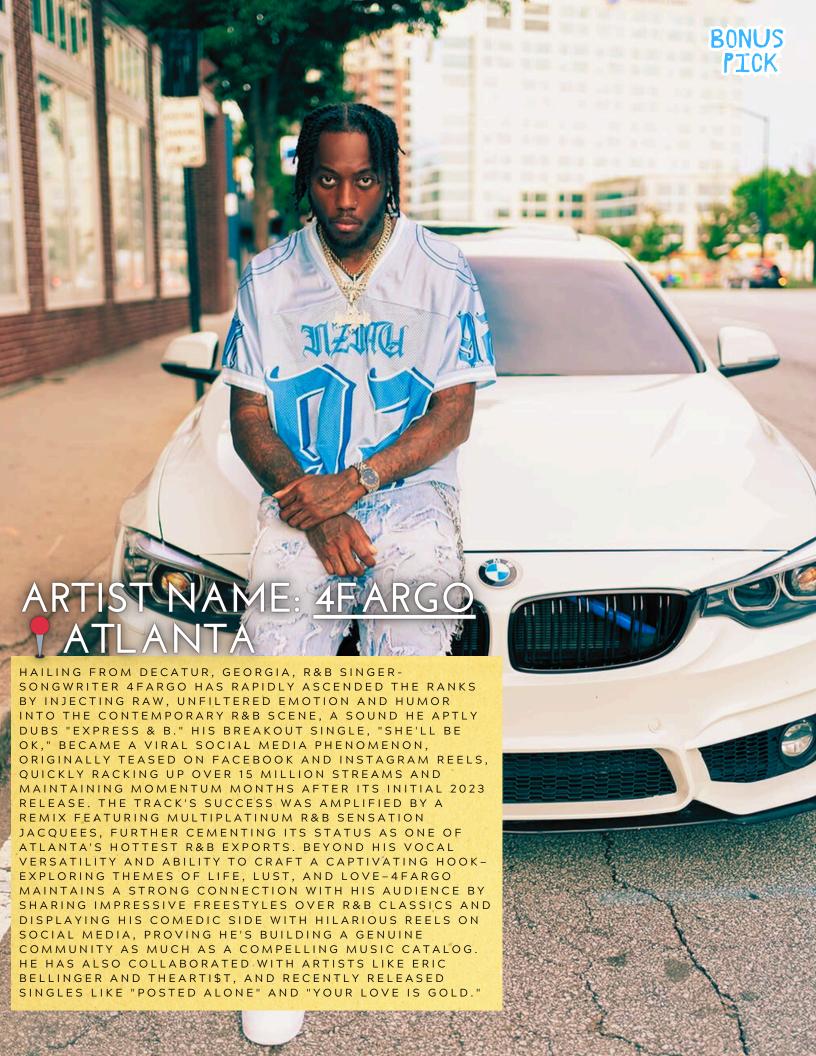














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Rock's Revenge—The Nu-Metal Band That Just Topped the Charts

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.

On Your Radar The Chrd Magazine

