Mysign

Issue 01

One Look,
give 'em whiplash



AESPA
Winter

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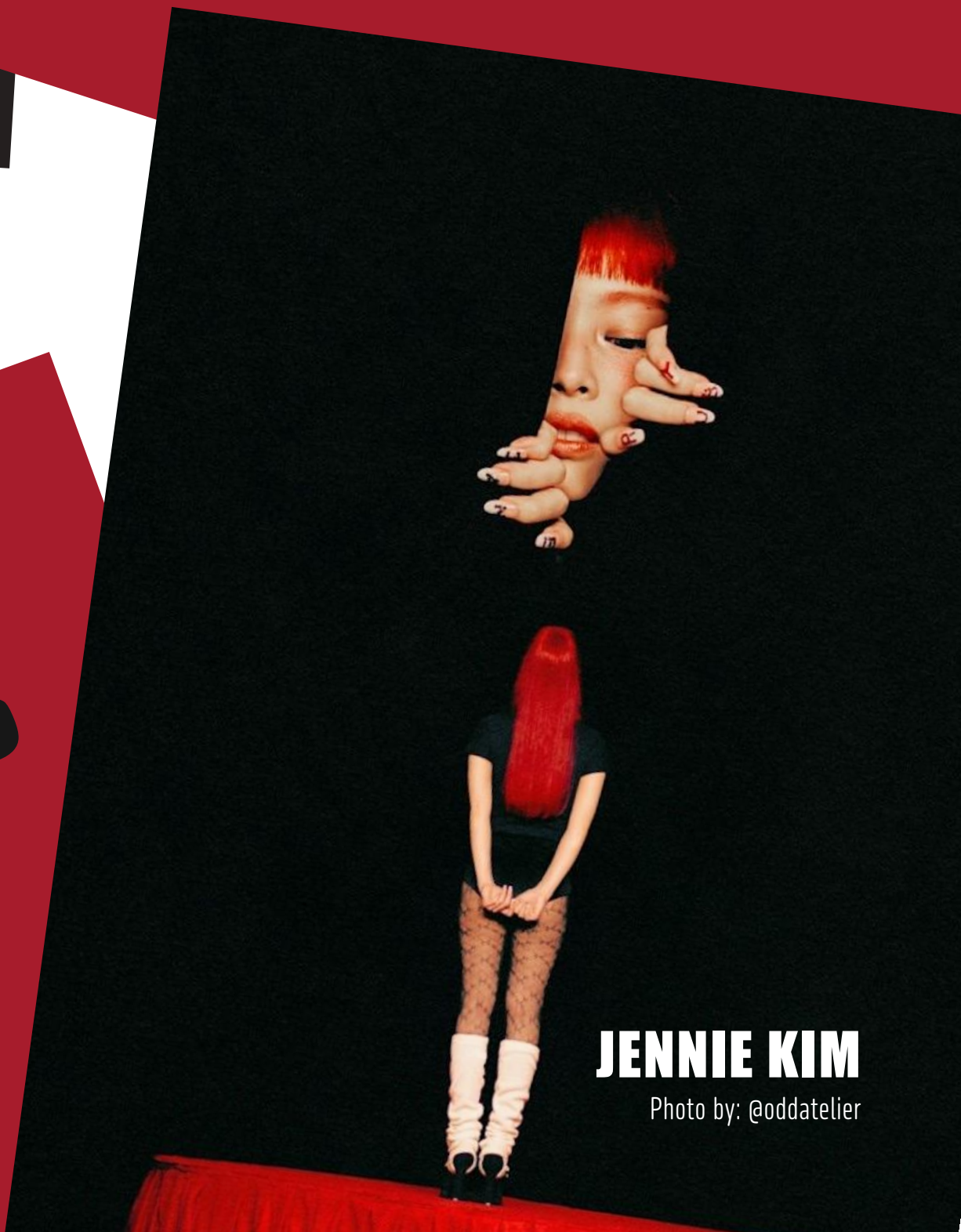
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Photo by: @oddatelier

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EDITOR'S *Note*



ROUQI NG
Editor-in-Chief, Insight

Welcome to the first issue of Insight Magazine!
This debut is a tribute to everything we *love — bold Y2K vibes, vibrant visuals, and the ever-evolving world of K-pop.*

Every page is crafted to celebrate the energy, style, and creativity that fuel this culture. Whether you're here for the fashion, the music, or the moodthere's something for every fan.

Thanks for being part of our beginning. Let's make history, one issue at a time.


#01
Artist Spotlight

Mantra

JENNIE

NEW SINGLE

RELEASED

BLACKPINK's Jennie Enters U.S. Spotify's "Daily Top Song Global"

Article by Jo Ji-young

BLACKPINK's Jennie stands out by setting the first and best record on the global music charts.

According to the latest chart of "Daily Top Song Global" (Oct. 11) of Spotify, the world's largest music streaming company, Jennie's new single "Mantra", which was released on the 11th, entered the 5th place with 5,247,858 streams on the first day of its release. This is Jennie's highest record and the highest ranking among songs that newly entered the chart on the same day. In particular, she became the first K-pop female solo artist to top the U.S. iTunes' Top Song chart this year with "Mantra."

"Mantra" is an intense and energetic song that encourages everyone to shine in their own way and confidently create their own charm. It contains a message that shows off their own unique atmosphere, presence, loves themselves, and supports each other.



Photo by: Kpopping



Aespa Karina's Solo Song "UP" Tops Music Core

Article by Choi Hye-jin

Girl group aespa's Karina expressed her feelings for winning first place with a solo song.

Karina's solo song "UP" topped the MBC music program "Show! Music Core" (hereinafter referred to as "Music Core"), which aired on the 19th. Karina was delighted by the unexpected win, saying, "Crying, crying, going crazy." In particular, Karina even posted a tearful selfie. She said, "I brought a teary selfie because I can't cry because I'm wandering around doing my hair and makeup. Don't worry. I'm not crying yet. Not yet. It's okay. I'll cry alone when I get home later."

Unfortunately, Karina, who was not able to appear on the music show stage, said, "I'm very, very, very grateful, and I hope the day will come when I show it on stage."



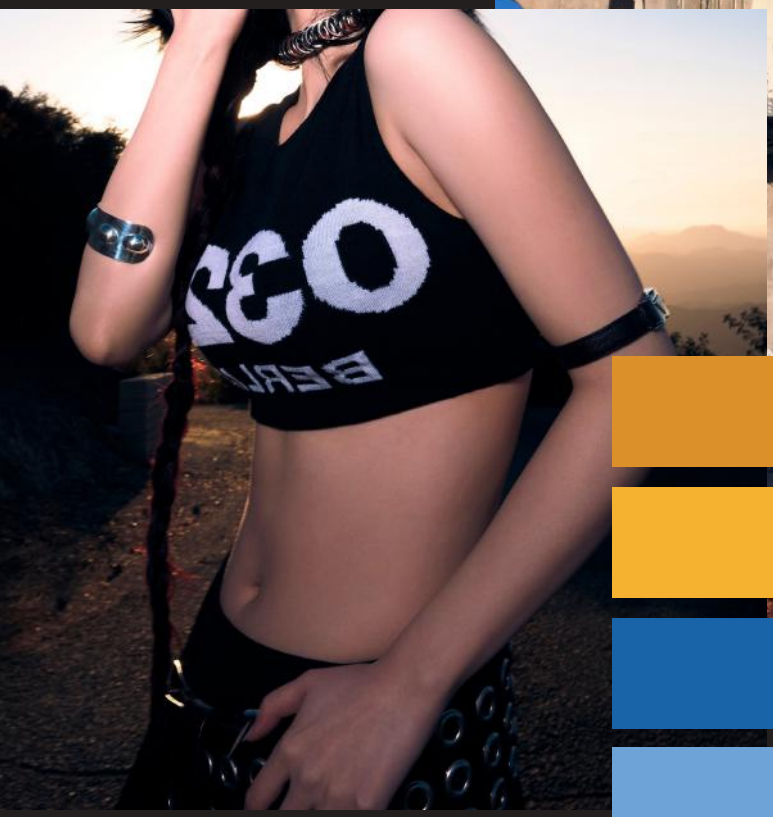




Photo by: Weverse






Iroha
Moka
Wonhee
Yunah
Minju
2nd Mini Album
RELEASED





Photo by: Naver



I'll Like You

ILLIT's



ILLIT Shows Off Their Charm In Their Very First Comeback "I'LL LIKE YOU" Article by Rookie

ILLIT just made us like them even more in their 2nd mini album "I'LL LIKE YOU". This October 21, ILLIT released their Second Mini Album alongside the music video for their title track, 'Cherish (My Love)'. After seven months, this long-awaited first comeback showcases the group's signature cute, innocent, and dreamy sound that you can hear throughout the mini album.

Breaking their own records, 'I'LL LIKE YOU' is predicted to sell over 550,000 album copies in the first week, while their debut 'SUPER REAL ME' sold 380,000. The opening track 'I'll Like You' is an upbeat song featuring the soft vocals of the members while they take on the topic of that rush that you feel when you're just starting to have a crush on someone. Meanwhile, the title track 'Cherish (My Love)' is a slower song that talks about the initial hesitation you feel and wanting to protect your heart from getting but still deciding to like and give that person your affection anyway.

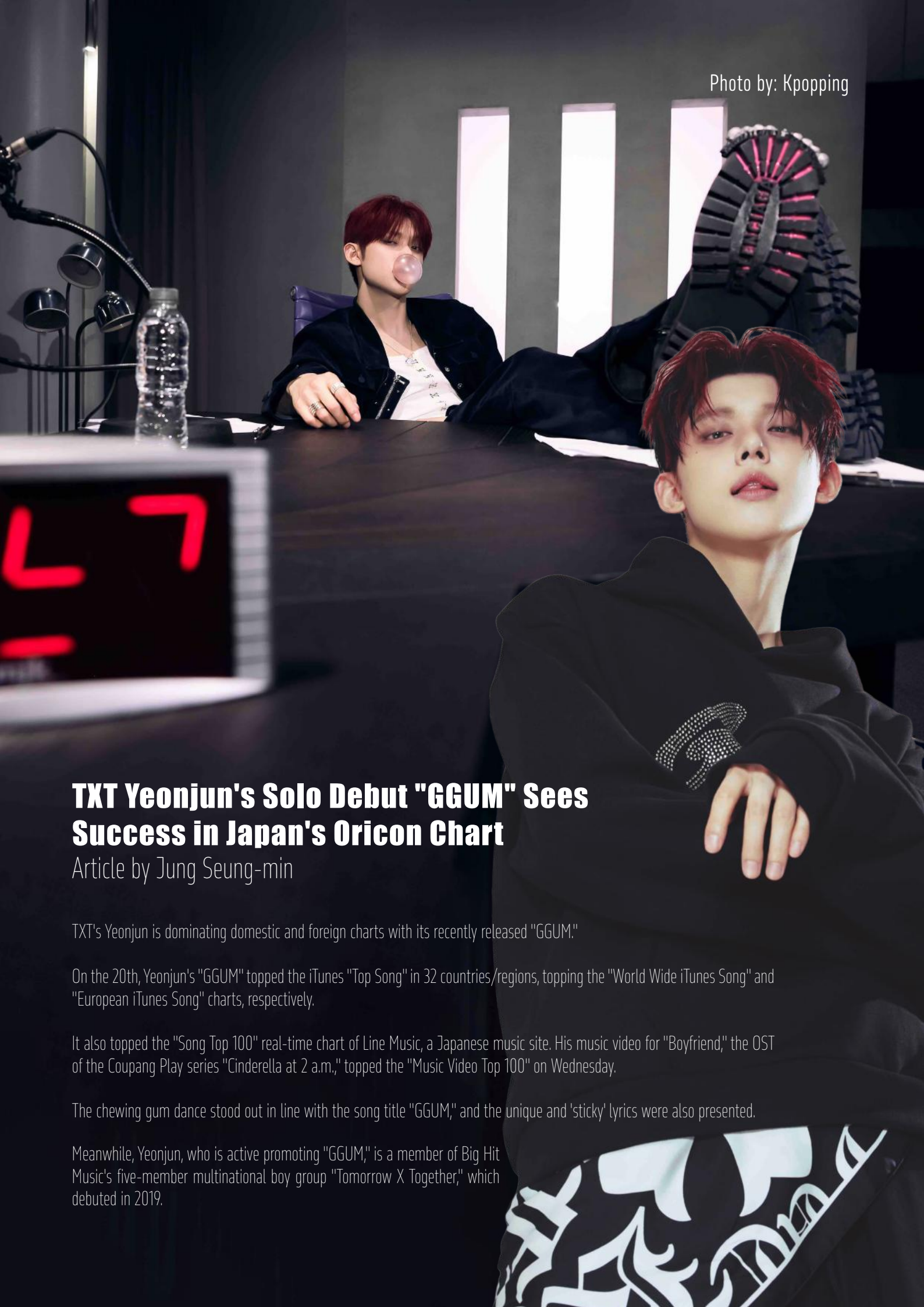


Photo by: Kpopping

TXT Yeonjun's Solo Debut "GGUM" Sees Success in Japan's Oricon Chart

Article by Jung Seung-min

TXT's Yeonjun is dominating domestic and foreign charts with its recently released "GGUM."

On the 20th, Yeonjun's "GGUM" topped the iTunes "Top Song" in 32 countries/regions, topping the "World Wide iTunes Song" and "European iTunes Song" charts, respectively.

It also topped the "Song Top 100" real-time chart of Line Music, a Japanese music site. His music video for "Boyfriend," the OST of the Coupang Play series "Cinderella at 2 a.m.," topped the "Music Video Top 100" on Wednesday.

The chewing gum dance stood out in line with the song title "GGUM," and the unique and 'sticky' lyrics were also presented.

Meanwhile, Yeonjun, who is active promoting "GGUM," is a member of Big Hit Music's five-member multinational boy group "Tomorrow X Together," which debuted in 2019.



GGUM

YEONJUN

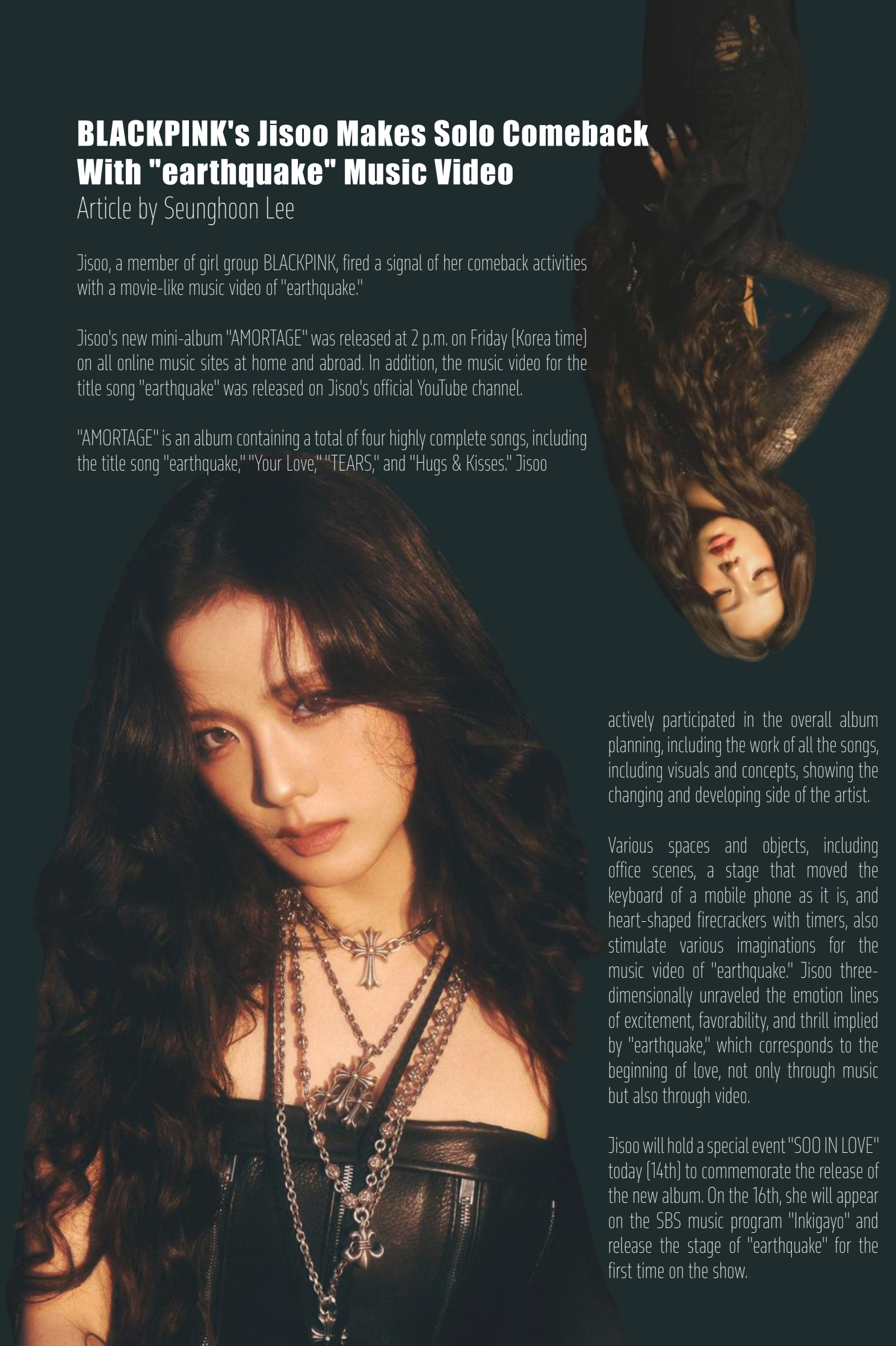
BLACKPINK's Jisoo Makes Solo Comeback With "earthquake" Music Video

Article by Seunghoon Lee

Jisoo, a member of girl group BLACKPINK, fired a signal of her comeback activities with a movie-like music video of "earthquake."

Jisoo's new mini-album "AMORTAGE" was released at 2 p.m. on Friday (Korea time) on all online music sites at home and abroad. In addition, the music video for the title song "earthquake" was released on Jisoo's official YouTube channel.

"AMORTAGE" is an album containing a total of four highly complete songs, including the title song "earthquake," "Your Love," "TEARS," and "Hugs & Kisses." Jisoo actively participated in the overall album planning, including the work of all the songs, including visuals and concepts, showing the changing and developing side of the artist.



Various spaces and objects, including office scenes, a stage that moved the keyboard of a mobile phone as it is, and heart-shaped firecrackers with timers, also stimulate various imaginations for the music video of "earthquake." Jisoo three-dimensionally unraveled the emotion lines of excitement, favorability, and thrill implied by "earthquake," which corresponds to the beginning of love, not only through music but also through video.

Jisoo will hold a special event "SOO IN LOVE" today (14th) to commemorate the release of the new album. On the 16th, she will appear on the SBS music program "Inkigayo" and release the stage of "earthquake" for the first time on the show.

BLACKPINK'S *Jisoo*



Photo by: @blissoo_official



BABYMONSTER - adidas x Moon Boot Collection



Photo by: Adidas News

MISS DIOR - BLOOMING BOUQUET



Photo by: Rouqi Ng



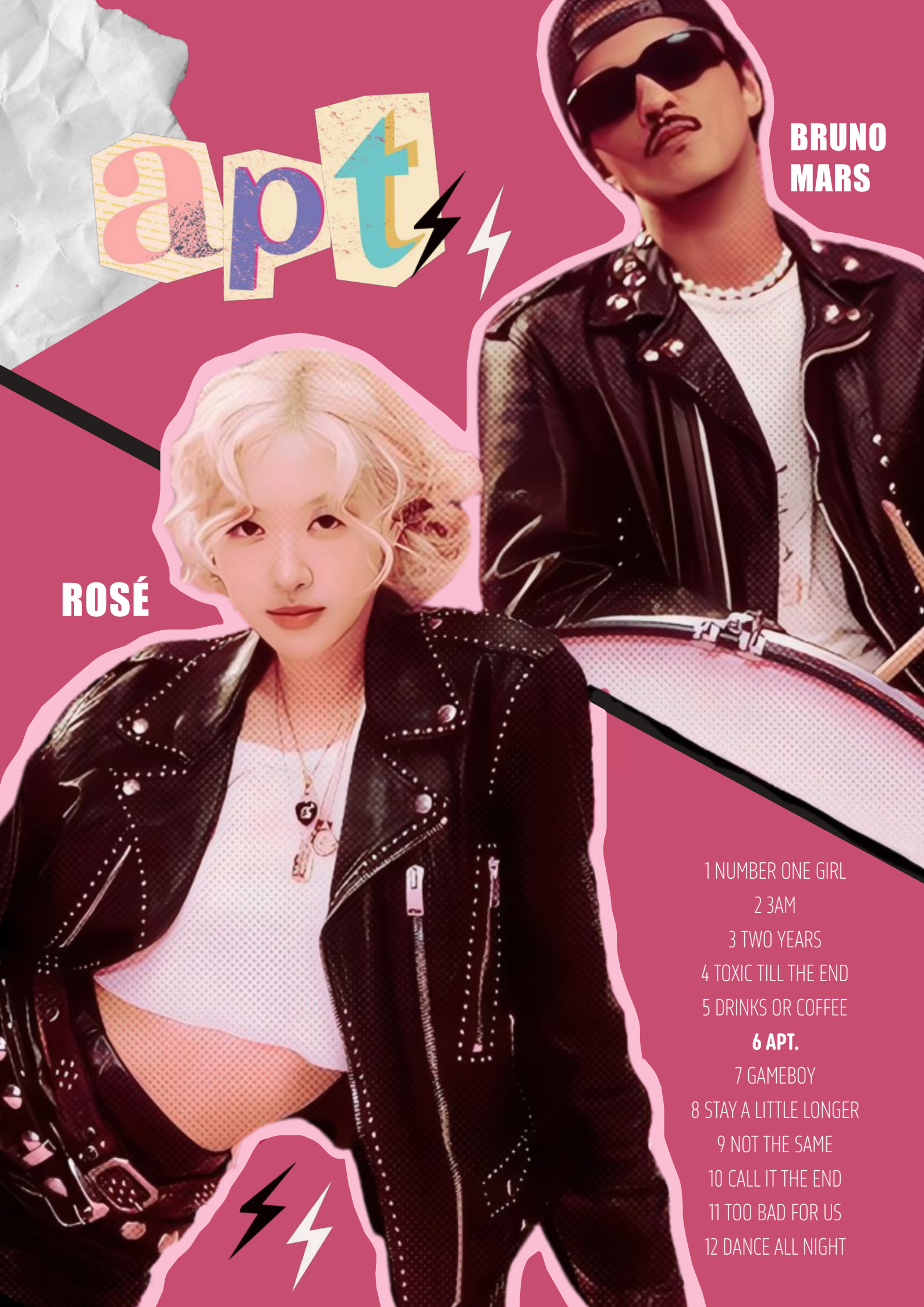
#02

Album Reviews

apt.

BRUNO MARS

ROSÉ



1 NUMBER ONE GIRL
2 3AM
3 TWO YEARS
4 TOXIC TILL THE END
5 DRINKS OR COFFEE
6 APT.
7 GAMEBOY
8 STAY A LITTLE LONGER
9 NOT THE SAME
10 CALL IT THE END
11 TOO BAD FOR US
12 DANCE ALL NIGHT

BLACKPINK's Rosé To Release First Studio Album

Article by Jung Seung-min

BLACKPINK's Rosé will make a comeback with her first solo studio album.

On the 2nd, the agency, The Black Label, released Rosé's cover image and said, "Rosé will release her album on December 6 and start her solo career in earnest."

The album cover image released on the official social media showed Rosé staring straight ahead with lovely blonde hair and blushing face. The doll-like visuals of Rosé and vintage colors in general created a strange atmosphere.

Rosé's solo comeback came about three years and nine months after her solo debut album "R" released in March 2021.

Rosie, the new album to be released, is Rosie's first full-length album and contains a total of 12 songs, including the title track. Rosé participated in writing and composing all the songs and will tell a more honest story about herself.

Rosé, who has set a new record as the main vocalist of BLACKPINK, who stands tall as a K-pop legend girl group, broke various records as a solo artist, including her debut at the top of Billboard's global 200 chart with the title song "On the Ground" of her solo single "R" released in 2021, and Billboard's "HOT 100" K-pop female artist chart.

In June, Rosé signed a management deal with Teddy-led producer The Black Label and a label deal with global record label Atlantic Records, setting the stage for her domestic and international activities.

Meanwhile, Rosé's first full-length album "Rosie" will be released on December 6.

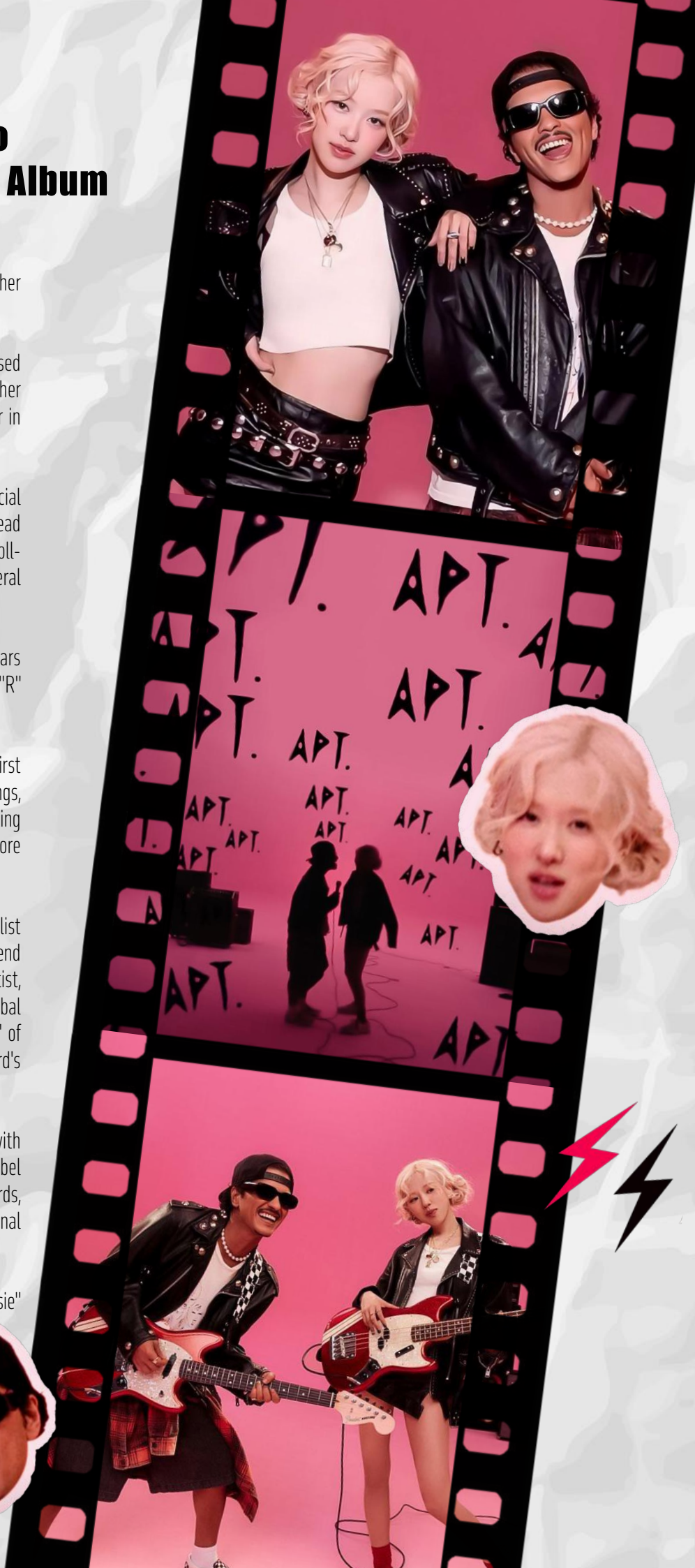


Photo by: Kpopping

BSS's Comeback Teaser Proves Youth Is a State of Mind

Article by Andywoo

On December 26th, SEVENTEEN's official SNS announced the release of the 2nd single album 'Teleparty' by their subunit BSS (BOOSEOKSOON).the unique and 'sticky' lyrics were also presented.

The group consists of three talented and charismatic members: Seungkwan (Boo Seungkwan), DK (Lee Seokmin), and Hoshi (Kwon Soonyoung). Known for their dynamic energy and incredible vocals, the trio officially debuted under the subunit BSS (BooSeokSoon) with their digital single "Just Do It" on March 21, 2018. The track instantly resonated with fans, showcasing their fun and playful style.

They've been working on this comeback since the first half of 2024, and the excitement is real. In their teaser video, they brought up this deep topic about youth and made everyone stop and think. They asked, "We're young, but are we really youthful?" It was such a powerful moment because they reminded us that being youthful isn't just about your age, it's about your mindset. Anyone can be youthful, no matter how old they are.

The teaser has everyone excited, and it looks like BSS is gearing up to give us another amazing and meaningful comeback.



Photo by: Weverse



BSS





EUN-CHAE



YUN-JIN



SAKURA



KAZUHA



CHAE-WON



LE SSERAFIM

Crazy

LE SSERAFIM's "Crazy" Enters the US and UK's Official Charts

Article by Park Ah-reum

LE SSERAFIM has everyone crazy for them!

On September 14, LE SSERAFIM wrapped up its fourth mini-album "CRAZY" music broadcast with MBC's "Show! Music Core."

Wearing a sophisticated black suit, LE SSERAFIM performed the title track of the album and the title track of the same name on the day. Although the music broadcasting activities have ended, the group is expected to show "CRAZY" at various stages including domestic university festivals. LE SSERAFIM will perform at Sogang University on Sept. 27 and Gwangju University on Sept. 30. They will participate in Hoseo University Asan Campus and Dongmyeong University Festival on Oct. 1 and 2.

LE SSERAFIM rose sharply in the U.S. with its fourth mini album "CRAZY" released on August 30th, outperforming its predecessor "EASY." The album and title song are the latest (September 14th) Billboard main album chart "Billboards 200" (7th) and main song chart "Hot 100" (76th). It was the highest ranking among K-pop girl groups in the Hot 100 this year, and became the first K-pop girl group to make it to the chart for two consecutive years. LE SSERAFIM showed "steady growth" by taking the ranking to 99th place with "EASY" and 76th place this time with "CRAZY."



Photo by: Source Music

NewJeans' "How Sweet" Broke 1 Million Copies Sold

Article by Andywoo

NewJeans are the hottest group in Korea right now!

The album "How Sweet," which was released by girl group New Jeans on April 24, has become a million-selling album. The agency ADOR said that a total of 1,085,355 copies of "How Sweet" were sold on the Circle Chart last month alone. Circle Chart is a music chart run by the Korea Music Contents Association.

As a result, all four albums released by New-Jeans since their debut in 2022 have become million-sellers. Previously, the debut album "New Jeans" sold 1.59 million copies, "OMG" sold 1.66 million copies, and "Get Up" sold 2.14 million copies, respectively.

The title song with the same title included in the new album "How Sweet" entered the global music platform Spotify's Weekly Top Song Global for the second consecutive week. The song is on top of the U.S. Billboard Charts, ranking 7th in Global (excluding the U.S.) and 12th in Bubble Under Hot 100. Other tracks "Bubble Gum" topped major Korean music websites including Melon, Genie, and Bugs.

New Jeans is gaining popularity in Japan, too. The three songs "Ditto," "OMG" and "ETA" were included in the Billboard Japan chart Hot 100 during the first half of this year. New Jeans plans to release a separate album titled "Supernatural" in Japan on the 21st.

Photo by: ADOR





Photo by: ADOR









Hum Sweet

NEW JEANS

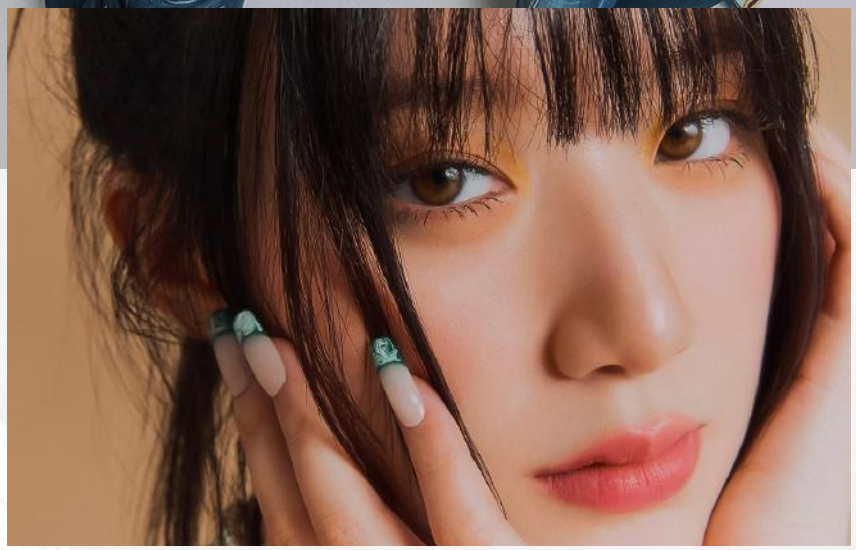
(G)I-DLE Achieves "Million Seller" Status with Third Consecutive Album Release

Article by Yoon Ki-baek

Photo by:Kpopping







A Song

[G]-IDLE



sixth mini-album "I Feel" released last year and its second full length album "2" released in January.

They are also active in music charts. The title song "Klaxon" ranked third in Melon Hot 100 (within 30 days), ninth in Hot 100 (within 100 days), and sixth in Genie and Bugs real-time charts in Korea. It has gradually elevated its ranking to 16th in Melon Top 100 (as of 8 a.m. on the 15th), showing an upward trend.

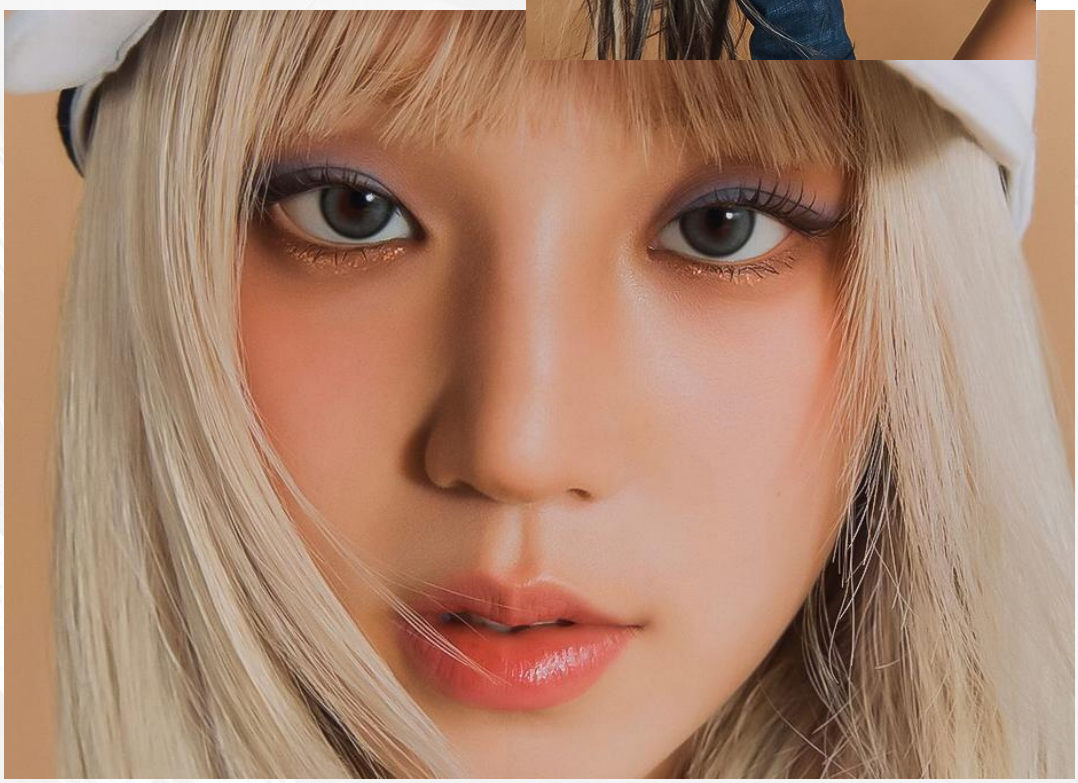


“ONE WEEK, ONE MILLION ALBUMS — (G)I-DLE KEEPS BREAKING RECORDS.”

Group (G)I-DLE became a third consecutive million seller.

According to Hanteo Chart on the 15th, (G) I-DLE's 7th mini album "I SWAY" released on the 8th recorded 1,020,973 copies (one week of album sales).

(G)I-DLE once again sold more than 1 million copies, winning its third consecutive million-seller title, following its




Calvin Klein
Calvin Klein
Calvin Klein

NewJeans in Calvin Klein | Fall 2024 Campaign

Photo by: Calvin Klein Malaysia



JENNIE KIM X GENTLE MONSTER

Photo by: Calvin Klein Malaysia



#03

Kpop News & Trends


Photo by: Kpopping
Karina
Giselle
Ningning
Winter
AESPA



AESPA Takes Home 3 Daesangs At The 2024 Melon Music Awards

Article by Jung Min-kyung

AESPA won seven trophies, including the grand prize (Daesang), and even received "MMA 2024."

AESPA attended the "Melon Music Awards 2024" held at Inspire Arena in Incheon on November 30 and reached the peak of their career by winning the most awards including TOP10, Million TOP10, Best Performance, and Best Group, including three grand prizes (Daesang) including Album of the Year, Best Song of the Year, and Artist of the Year.

AESPA, who achieved the feat of sweeping three grand prizes on the day, drew attention by saying, "We prepared for our first full-length album 'Armageddon', and we're so happy that our thoughts were conveyed well and we won't be able to forget 2024. Thank you and we love you all, to the staff and MY who made this year," adding, "It's been a year where we've been thinking a lot about our music, but we're grateful that we've been rewarded. We'll be singers who sings hard for the next 3, 5, 10 years."

BABYMONSTER Announces First World Tour

Article by Hyunsook Kim

With the group BABYMONSTER proving its global popularity through the Billboard charts, it has even announced a world tour next year.

According to the latest chart released by the U.S. Billboard on the 19th (local time), BabyMonster's title track "DRIP" ranked 21st and 38th on Billboard Global Excl. U.S. and Billboard Global 200, respectively. It settled at 16th and 30th last week, respectively, breaking the team's own record, and succeeded in chart-in for two consecutive weeks.

On top of that, their global rise is expected to continue for a while, as their follow-up song "Love In My Heart" and their first world tour were announced.

Meanwhile, BabyMonster will hold its first world tour "2025 BABY MONSTER 1st WORLD TOUR" from next year. It will launch its tour signal at KSPO DOME in Seoul, dubbed "the holy site of K-pop," on Jan. 25-26 next year, before moving to New Jersey in February and Los Angeles in March.

Fill in the Puzzle









1st World Tour
BABYMONSTER



Photo by: Weverse





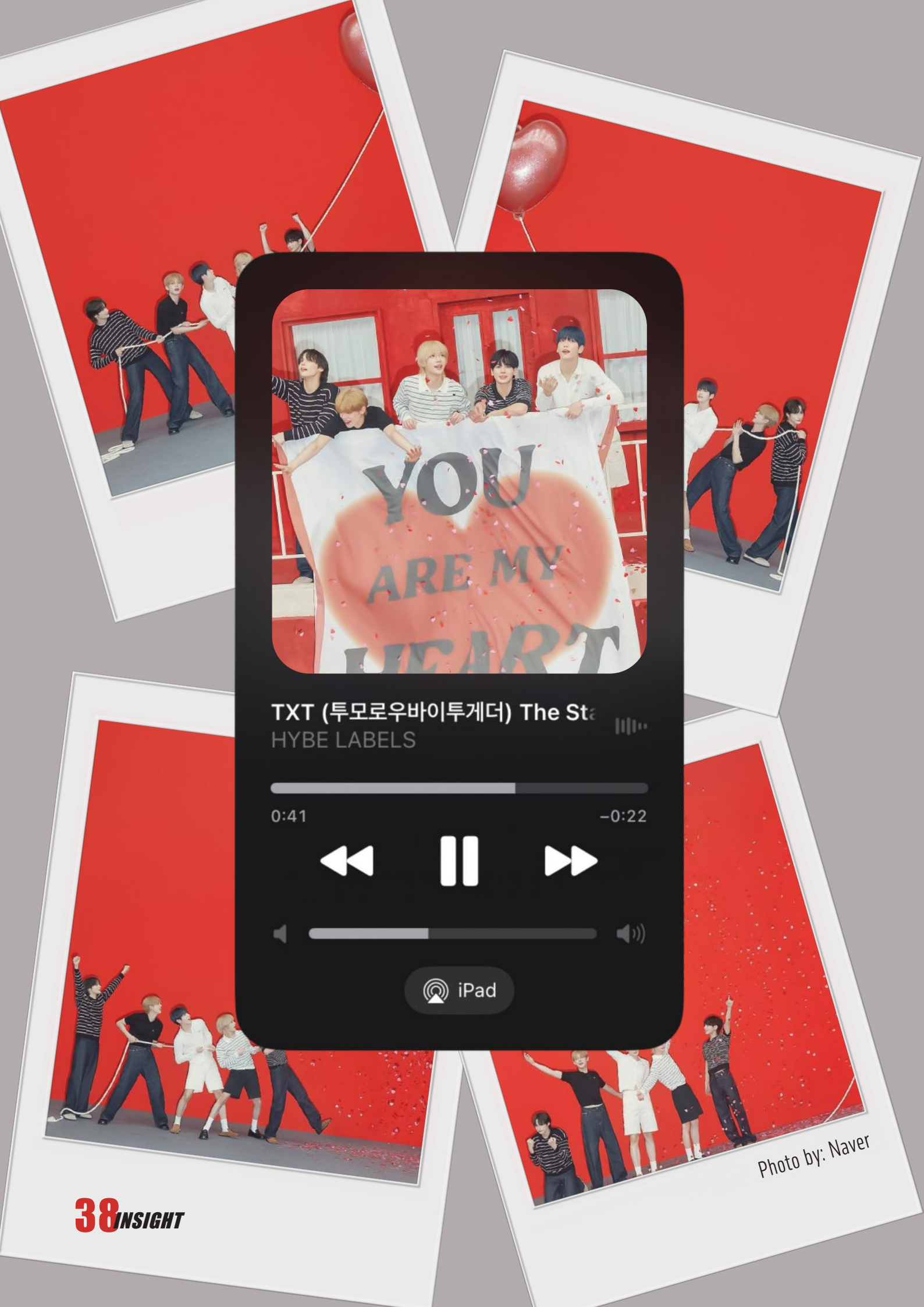


Photo by: Naver



TXT Break Own Previous Record With "SANCTUARY"

Article by Son Bong-seok

TXT has surpassed its previous record (record sales for a week based on the release date) with its 7th mini album. According to Hanteo Chart, a record sales aggregation site on the 11th, TXT's 7th mini album "The Star Chapter: SANCTUARY" topped the weekly music chart, selling a total of 1,579,339 copies. This figure exceeds the initial (1.546,433 copies) of its previous 6th mini album "minisode 3: TOMORROW," showing the solid popularity of TXT.

The 7th mini album has already surpassed 1.21 million sales on the day of its release (4th), winning the title of "initial million seller." Including the new album, five albums, including "minisode 2: Thursday's Child" in 2022, "The Name Chapter: TEMPTATION" in 2023, and "The Name Chapter: FREEFALL" in 2024, exceeded 1 million sales in the first week of its release, achieving five consecutive initial million sellers.

Sanctuary

TXT



SPOTIFY

MEOVV Announces 1st Comeback With "TOXIC"

Article by Hwang Yeon-yeon

The Black Label released a text-teasing poster announcing the release of MEOVV's second single "TOXIC."

Through a teasing poster, the comeback date of MEOVV was released on November 18, raising expectations for the new song.

MEOVV is determined to make a rapid comeback in the music industry with its second single after its debut single "MEOW" released in September and establishing itself as a representative of the 5th generation girl group.

In particular, the two songs, "BODY" and "TOXIC" announced on the poster, stimulate curiosity about how MEOVV will show its own colors.

MEOVV will release teasing content sequentially to boost the comeback enthusiasm.

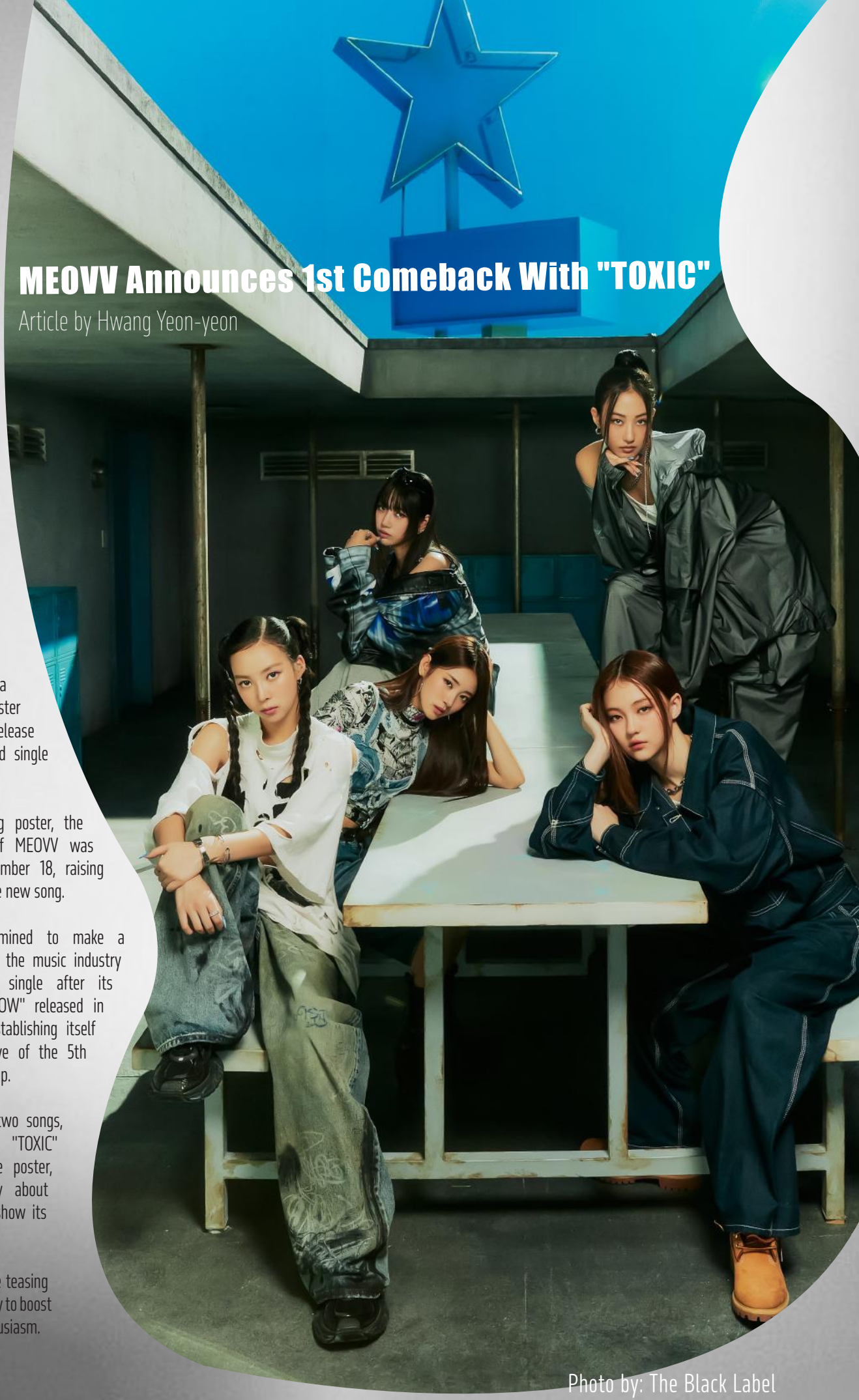


Photo by: The Black Label



IVE's "Rebel Heart" Continues To Chart High A Month After Release

Article by Kim Won-gyeom

IVE's recently released mega-hit song "Rebel Heart" continues to be popular.

The song is the title song of IVE's third mini album, "Ive Empathy," which was pre-released on the 13th of last month, and has been showing a steady popularity by topping the weekly charts of Bugs, a major domestic music site, for six consecutive weeks.

In addition, "Rebel Heart" has also topped Melon and Genie's weekly charts, proving its success on several platforms. It topped the Korean weekly popular song chart on YouTube, showing the potential of the song. IVE's achievement is not just popular in Korea, but it is also prominent in global charts. "Rebel Heart" entered the U.S. Billboard's "Global 200" and "Global (excluding the U.S.)" charts for five consecutive weeks, and was ranked on Billboard's Japanese "Hot 100" and "Streaming Song" charts for six consecutive weeks, revealing its appearance as a global music powerhouse.





Photo by: Kpopping



It's also #3 in Melon, even though singer G-Dragon released his very anticipated full album "Übermensch".

IVE released another title track, "Attitude," on the 3rd. The song is also gaining huge popularity along with "Rebel Heart." "Attitude" has been at the top of the Bugs' weekly chart for three consecutive weeks, ranking No. 1 with "Rebel Heart" It has also been on Billboard's Hot 100, "Streaming Song" charts, and Oricon's "Weekly Streaming Rankings" for three consecutive weeks, confirming IVE's influential position.

IVE established the throne on domestic and international music charts and has become a wannabe icon of the MZ generation. Attention is focusing on what their new attempts and activities will achieve in the future.


RUN STAR
TRAINER
RULE SUMMER
CONVERSE


#04
Style & Fashion Guide



Salomon ACS Pro “Ghost Grey”

Photo by: ZIPPER

Worn by: Hanjin (TWS)

SKU: L47299100
Color: Metal/Ghost Grey/Metallic Silver X

At their promotional appearance on Inkigayo for "Oh Mymy: 7s", the TWS members showcased various techwear coordinations, with Hanjin's "Ghost Grey" Salomon ACS Pro emerging as a standout pair, epitomizing the timeless appeal of the Gorpcore aesthetic.

Sneakers K-Pop Idols Wore During Their Comeback As of 2024

Article by SNKRDUNK



Worn by: TOMORROW X TOGETHER

SKU: Multi
Color: Multi

For their stage performance of "Deja Vu" on M COUNTDOWN, the members of TXT drew attention not only to their heavily distressed Balenciaga apparel, but also to a variety of colorways of the 3XL sneaker.

Balenciaga 3XL

Photo by: Vitkac



ASICS GEL-KAYANO 14 "Cream/Black"

Photo by: Carousell

Worn by: Sakura (LE SSERAFIM)

SKU: 1201A019.108
Color: Cream/Black

In the dance practice footage for "EASY", LE SSERAFIM's Sakura is seen sporting the ASICS GEL-KAYANO 14 "Cream/Black", a versatile pair adaptable to any style, complementing even her distressed attire displayed here.



Rick Owens DRKSHDW Double Bumper High-Top Sneaker

Photo by: CLOTHBASE

Worn by: Moka & Iroha (ILLIT)

SKU: DS02C5831DO
Color: Black/White

Making their anticipated appearance on STUDIO CHOOM with "Magnetic", ILLIT's Moka and Iroha were seen sporting the Rick Owens DRKSHDW Double Bumper High-Top Sneakers, a classic yet distinctive choice from the avant-garde designer's collection.







RM 40.00 ISSN 2652-8177 01
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Photo by: Kpopping