

ENVI

BY NCITY, FOR NCITY



场场

WHAT GOES INTO A
K-POP COMEBACK

NCITY'S FALL
FASHION

THE WELCOMING OF
SHOTARO & SUNGCHAN

MEET THE
COVER ARTIST



EnVi is a magazine created by fans of global K-Pop sensation, NCT. This fan project is possible thanks to talented writers, artists, journalists, translators, and graphic designers around the world. EnVi is a play on the letters N-V, short for NeoVision.

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MUSIC

MUSIC, DANCE

Tell me now you know
Round and round we go

01

NCT RECS: MUSIC

FIX YOU, COLDPLAY

Need comfort? Johnny Suh has a song for you! During Musicplant's video call event back in July this year, he recommended COLDPLAY's 'Fix You' to fans in hopes of giving them strength.

SONG REQUEST, LEE SORA & LEE HI

Ten recommended Lee Sora and Lee Hi's version of 'Song Request' on LYSN Bubble in July. It's a calming song that can bring you peace.

ALWAYS REMEMBER US THIS WAY, LADY GAGA

If you love emotional songs, this is the one for you! Renjun recommended the song 'Always Remember Us This Way' by Lady Gaga during the recording for TBS efM in August. Renjun even said that it's a powerful song that suits him well and brought him to tears.

ROSES, FINN ASKEW

Taeyong shared the song 'Roses' by Finn Askew during his VLIVE on October 2nd. He said that the song makes his heart feel warm.

NOW, KIYOKIBA SHUNSUKE

On Bubble back in May this year, Yuta recommended Kiyokiba Shunsuke's song 'Now'. Yuta said that the song empowers him, so he shared it with NCTzens.

SICKO MODE, TRAVIS SCOTT

In August, Lucas sat down with SUPERM for a VEVO interview. During the interview, Lucas recommended 'Sicko Mode' by Travis Scott as a song to binge listen to.

I'M CLOSING MY EYES, POTSU

Jisung recommended Potsu's 'I'm Closing My Eyes' on Bubble in April. It's the perfect song to listen to, for relaxation after a tiring and hard working day.

MOVIE, TOM MISCH

During a Twitter mention party in February, Jaehyun recommended this jazz-rap song about heartbreak. Be sure to also check out the music video, as it features old footage of Misch's own grandparents.

NCITY RECS: MUSIC

YOUTH, DASUTT

During Taeyong's VLIVE, he shared the song 'Youth' by Dasutt. He said that it's a song that makes him feel emotional and think of his trainee days and the dreams that he held back then.

DAYLIGHT, JOJI

Jaemin recommended the song 'Daylight' by Joji and Diplo in his interview for Esquire in September this year.

CHECK THE PLAYLIST:
"NCT RECS: MUSIC (FALL 2020)"
ON SPOTIFY AND YOUTUBE MUSIC

	Fix You	Coldplay
	Always Remember Us This Way	Lady Gaga
	Song Request 신청곡	Lee So Ra
	Roses	 Finn Askew
	今。 (NEW RECORDING)	Shunsuke Kiyokiba
	i'm closing my eyes (feat. Shiloh)	potsu
	SICKO MODE	 Travis Scott
	Youth	다섯 Dasutt
	Movie	Tom Misch
	Daylight	 Joji & Diplo

NCITY'S 2020

FALL PLAY LIST



Photo Source:
SM Entertainment

NCT 127

1. WELCOME TO MY PLAYGROUND

Album: Regulate
Year of Release: 2018
Genre: Pop

Our playlist kicks off with the bright b-side, 'Welcome To My Playground'. As you can guess from the title, this song has a playful yet easy-going melody, sure to lift your spirits without being overwhelmingly energetic.

*"After I met you
This city shines, wherever I go
It makes me into a child
I want to play however I want"*

Despite being a side track on a repackaged album, it's a favorite among NCTzen, as both a comfort song or song for a sunny day! Based on the cheerful chorus, it definitely leaves you feeling energised.

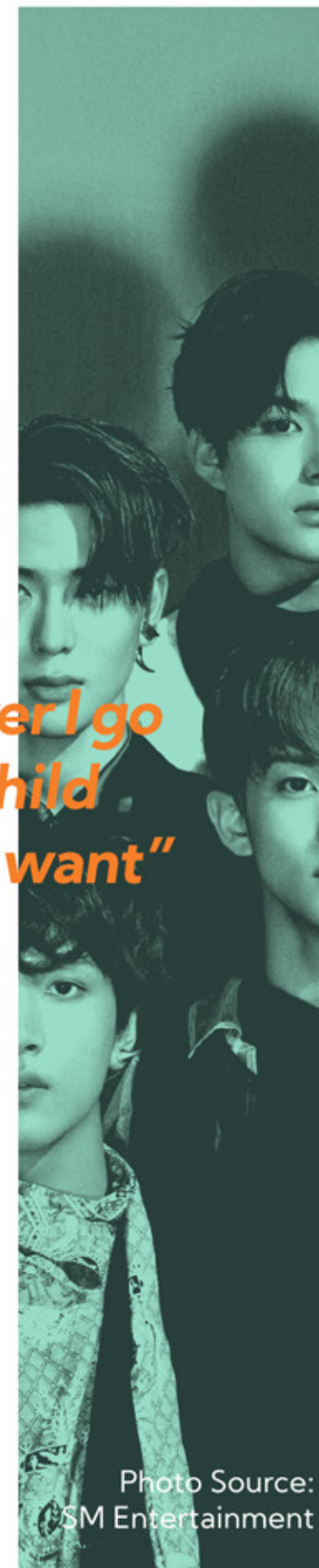


Photo Source:
SM Entertainment

NCity's reviews

@monskynyaw:
"(It's) a really fun playful song."

@ltyssw:
"Jungwoo's voice alone is sunshine personified in this song. It always brings me to a good mood whenever this song starts playing."

@mrkieezone:
"it makes me really happy and I feel like its a song that everyone can vibe too"

NCT DREAM

2. WE GO UP

Album: We Go Up
Year of Release: 2018
Genre: Urban hip-hop

'We Go Up' is the title track of NCT Dream's EP of the same name. It's an upbeat hip-hop track with 'retrovibes' that leaves you feeling nostalgic. Paired with lyrics expressing NCT Dream's teamwork that remains as they go on to bigger stages, you'll be thinking about the days you've spent with your own group of friends back in school.

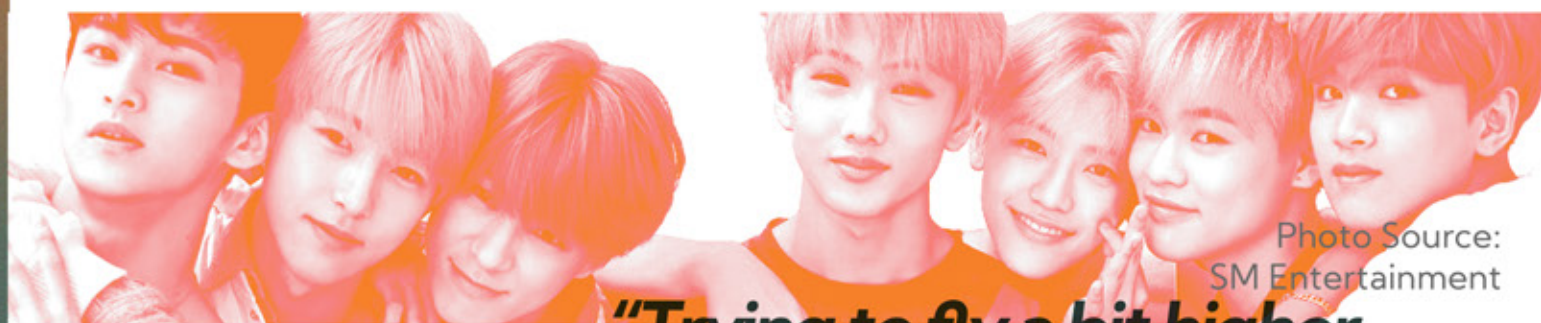


Photo Source:
SM Entertainment

***"Trying to fly a bit higher
Memories of the days that made me shine
Even when I lacked so much, it makes
me more beautiful
Let's end this track, next stage, we go up"***

***Fun fact:**
Bazzi co-wrote this
song with Mark Lee!

The refreshing cowbell beat and the clear vocals of the Dreamies give this song its cheerful tone so you can't help but smile as you reminisce old times.

NCity's reviews:

@unwhitewashyuck:
"Youthful, inspirational, catchy."

@NEOBABIE:
"(This song) never aged. It has very nice and unique sounds that no one can pull off but them."

NCT 127

3. LOVE SONG

Album: Neo Zone
Year of Release: 2020
Genre: R&B

This side track from NCT 127's second full album, Neo Zone, is a smooth R&B track that's littered with interesting ad libs and lovely vocals. With its Korean title '우산' [romanised: woo-san], that translates to 'Umbrella', the track is about a love story unfolding under the rain.

***"I can see my reflection inside your
eyes since we're this close
When you look at me while smiling,
I feel like my heart drops to my knees"***

This song had the most votes for 'song for a rainy day'. It's clear its sweet lyrics are reminiscent of romance clichés, and the groovy beat and the angelic vocals and rap stole NCTzen hearts. While most rainy day songs tend to be melancholic, you can switch up your rainy day playlist with this light-hearted track. So next time it pours, make sure to put on your headphones and enjoy the weather while listening to NCT 127!

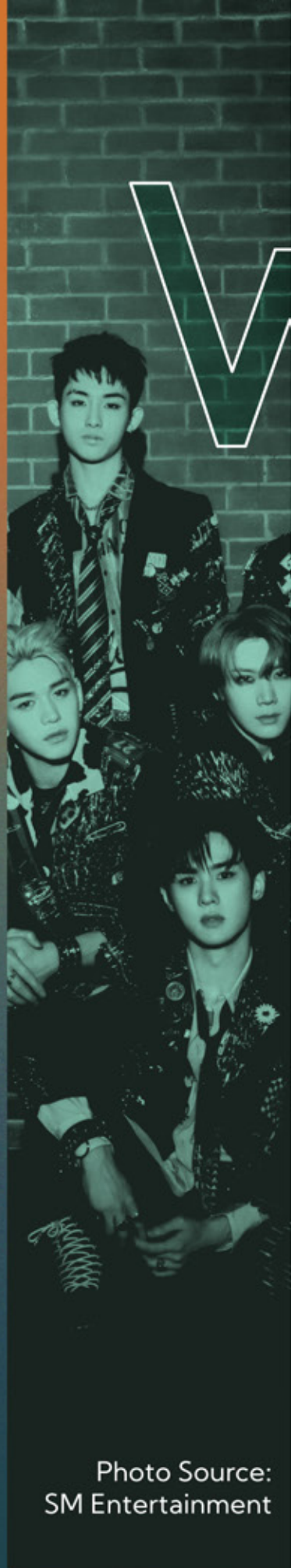
NCity's reviews:

@66jwi:
"... a song I can put on repeat and not get annoyed by."

@onleeyunoh:
"Hyuckil intro>>>> and the lyrics were just cute and very chill"



Photo Source:
SM Entertainment



WAYV

4. ELECTRIC HEARTS

Album: Awaken The World
Year of Release: 2020
Genre: Electronic

Track no. 9 of WayV's first full album, "Electric Hearts", earns its place on our playlist with its addictive beat. The member's voices, particularly Ten and Xiaojun's, compliment the funky feel of the chorus with their unique colors.

**"Heaven knows I'm falling
I can never be the same..."**

**Fun fact: Adrian Mckinnon took part in producing this track. He's produced other popular songs in K-Pop including Super M's 'Jopping', Exo's 'Lotto' and SHINee's 'View'.*

This is a supercharged love song that will tempt you to sing along. Yangyang and Hendery took part in the lyric writing, making the song even more heartfelt.

NCity's reviews:

@NEOBABIE: "...
everytime I hear it, I
feel so happy and (it)
always makes my day."

Photo Source:
SM Entertainment

5. PUZZLE PIECE

Album: Reload
Year of Release: 2020
Genre: Acoustic Ballad

'Puzzle Piece' is a track from NCT Dream's most recent EP 'Reload'. The melodious guitar paired with warm vocals makes for an intimate song that pulls on your heartstrings. As cold weather, this is the perfect addition to your playlist.



Photo Source:
SM Entertainment

**"You're my missing puzzle piece
Finally I solved it
You filled every piece of my heart
Even the scarred part of it to the fullest
And somehow, you've become my everything
My missing puzzle piece"**

When it was first released, many fans expressed their joy over Jisung's growth as a vocalist. Jeno and Jaemin also contributed to writing the sincere lyrics. Besides that, main vocalist Haechan was able to showcase his vocal color, a unique blend of raspy and airy, that really brings out the intimacy of the track.

NCity's reviews:

Anonymous:
"It's a really comforting
song. It feels as if
you're sitting round
a campfire with your
best friends and healing."

NCT DREAM



6. LET ME LOVE YOU

Album: Take Off
Year of Release: 2019
Genre: R&B/Pop

WayV serenades us once again with a song expressing their adoration and affection. Similar to 'Puzzle Piece', the acoustic guitar creates an intimate setting as if they're literally serenading us live. However, the upbeat drum set, the additional instruments, and various effects shaped this song into a more fun, lighthearted piece.

Some fans consider this song their comfort song, while others consider it to be a song for a sunny day, showing just how versatile it is. Either way, WayV's charm shines through this track and will make you fall in love with them for sure!

*"Every minute, every second,
I love you, love you"*

NCity's reviews:

@jj19285:
"It is such a sweet song."



Photo Source:
SM Entertainment

7. SIMON SAYS

Album: Regulate
Year of Release: 2018
Genre: Pop

It's no surprise popular bop 'Simon Says', from NCT127's repackaged album 'Regulate', earned its place in our playlist! Many mentioned this song to be their all-time favorite of all NCT title tracks. A common reason seems to be its interesting and "bouncy" instrumental and the "killer bridge" that you simply cannot stop listening to.

*"Don't be afraid
The only one stopping you is you
Don't misunderstand
Today, we break the rules
Open your eyes and wake up
Fall deep inside
The moment you find your true self between
reality and dreams"*

***Fun fact:** At the end, the instrumental cuts off just before Mark finishes his line and his voice is the last thing you hear followed by a short breath.

This track is known for being a distinct change in NCT's style and it may have been a hit or miss with some listeners. However, there is no denying the members were able to let their vocals and rap lines shine equally, with Taeil's sustained high note and Taeyong's opening rap being some of the highlights of the song. Not to mention, this song is littered with ad libs that add to the instrumental that gets increasingly 'messy' as the song reaches its climax.



Photo Source:
SM Entertainment

NCity's reviews:

@2thesunandback:
"Because it has the vibe that i really into, like you can dance with the flow, and it has a really unique intro, actually i like 7th sense too but i'll just go with simon says instead"

NCT DREAM

FT. HRVY

8. DON'T NEED YOUR LOVE

Year of Release: 2019
Genre: Synth-pop

'Don't Need Your Love' was released as an SM Station and features English singer, HRVY. With its cool guitar and synthesizer rhythm, it delivers a bright and catchy tune that hooks you in. But despite its bright and cheerful sounding instrumental, its lyrics present a bleak view on love.

***Fun fact:** HRVY was born in 1999, which makes him the same age as Mark. It's no wonder he could mix with the Dreamies so well!

**"Memories are fading
Even the way I used to look at you
Just like the wind never lingers
Yeah I'll just pass you by"**

In HRVY's words, "for those who have been dumped, had a break up, or dealing with a broken heart", this is the track for you. The energy the boys gave into this track motivates you to get back up stronger too. For the Sunflowers out there who were disappointed Haechan couldn't participate in the song, be sure to check out the live version that was recorded from The Dream Show.

NCity's reviews:

@vioietjaehyun:
"BRUH UR TELLING ME THIS AINT A BREAK UP ANTHEM????or an anytime anthem??? RENJUN CRIES. HE SOBS. It's also so funky and addictive..."

9. YESTODAY

Album: Empathy
Year of Release: 2018
Genre: Old-school hip-hop

This track from NCT 2018's album, 'Empathy', reflects on the passing of time and the difference between the 'me' from the past and the present. It's a rap-heavy song with Taeyong and Mark having the longest verses filled with personal thoughts comparing their past selves to the present, and Lucas's rap addressing the loss and loneliness felt by the present self. The light and hazy instrumental paired with Doyoung's bright vocal captures the dream-like and sentimental vibe of the song.

The lyrics deal with the concepts of past versus present, loss of self, and the exhaustion that comes with chasing one's dream. It's no surprise this track brings comfort, maybe even motivation, to many. While you work towards your dream, note the sacrifices that you have to make.

NCity's reviews:

Anonymous:
"I relate a lot to the lyrics"

@skydancer_8:
"Well bless me with doyoungs vocals pls"

**"My exhausted mind and soul
Somehow you always tried to drag those days away
I wondered how can you be so strong uh
I was busy filling up with greed
But I've lost a lot"**

Photo Source:
SM Entertainment

NCT 127

10. NO LONGER

Album: Regular-Irregular
Year of Release: 2018
Genre: Ballad

No NCT autumn playlist would be complete without this track from NCT 127's first full album, 'Regular-Irregular'. The heart-wrenching ballad expresses one's yearning for an unrequited love—the perfect song to accompany you on a cold day. It features NCT 127's vocal line: Taeil, Doyoung, Jaehyun, Jungwoo and Haechan.

The track opens with a soft piano melody which sets the mood for the rest of the song and it is accompanied by a quiet and muffled drum set. With the quiet instrumental, the vocals, along with the backing vocals and ad libs, are able to be in the forefront. Breaths and the natural raspiness of the human voice are left in the official recording and add the genuine touch to the track, simulating a live performance. Hence, the reason most fans have applauded the track's ability to portray the pain of heartbreak.

NCity's reviews:

@notkibum:

"... This may be biased but haechan's parts were the crème de la crème for me."

@mangospin_:

"It makes me cry every time I hear it."

**"I love you,
I love you,
I'll tell you
all of my
heart
Share your
scars with
me
I'm running
to you right
now
Because
all of my
moments
want you"**

Photo Source:
SM Entertainment

NCT DREAM

11. DEAR DREAM

Album: We Go Up
Year of Release: 2018
Genre: Hip-hop/Pop

As opposed to our last heartbreaking track, this track is a heartwarming celebration of memories. NCTzens know this song as Mark's graduation song and while that made most of us sad, the song itself was able to provide a more positive view on separation.

**"Even if we're on the same
boat, we are on a different ocean
But I will continue to always be
the lighthouse
You can rely on"**

With lyrics that detail the feelings of one who will be separating from his 'home', it leaves a bittersweet taste in our mouths. However, there is a sense of positivity in the track, with its bright sounding instrumental and lyrics like "Don't forget we are in touch," which reminds us the separation isn't permanent.

NCity's reviews:

Anonymous:

"This song makes me cry, especially when it comes to Mark's last rap."

Photo Source:
SM Entertainment

NCT U

12. COMING HOME

Year of Release: 2019
Genre: Ballad

“Coming Home” by NCT U is another well-loved SM Station track Released December 2019, the track fits the cold season really well with lyrics of finding comfort during hard times. The different vocal colors of the four NCT members bring the story to life. With Jaehyun’s warm baritone voice, Taeil’s clear and distinct tone (and not to mention, his powerful belts), Haechan’s uniquely high and breathy voice, and Doyoung’s airy and expressive voice, the four were able to convey the yearning for comfort.

Besides their vocals, the structure of the chorus leaves you feeling almost unsatisfied as it goes higher as if heading towards a climax, only to

**“Right
when the
journey is
over
I will know
Then I’ll
hold you
tight like
before
I won’t
even ask
And I’ll go
back to**

be brought back down to its next verse. This increases the impact of the final chorus where Taeil finally hits the long awaited high note that completes the progression. It gives a hopeful ending, as if they have finally found their way back home.



Photo Source:
SM Entertainment

***Fun fact:** If you listen carefully, you can pick up on the slight echo effects added to every line in the first verse, the second verse and the bridge.

**you
I’m coming
home”**

NCity’s reviews:

Anonymous:
“The vocal line
SERVED.”



13. FACE TO FACE

Album: Take Over The Moon
Year of Release: 2019
Genre: Ballad

“Face To Face” is track no. 6 of WayV’s 2nd EP, “Take Over The Moon”. It’s a calming ballad with words of reassurance. The hushed voices of the memberseffectivelyconveythecomfortinglyrics, making this a good healing track. Once again, some fans have this song saved for a rainy day while others have it on their study playlist. Either way, the relaxed beat could help you unwind or focus on your tasks.

**“Please open your eyes and try to
feel this warmth
I will make sure that you redress all
your grievances”**

The track is cyclical in nature with Xiaojun’s quiet opening line accompanied by a piano. The song mainly retains the same calm atmosphere throughout, except for the bridge where it starts to get a little louder and more assertive. But we’re faced with the same hushed tone from Xiaojun in the last verse, which mirrors the introduction. This cycle somewhat enforces the idea of staying by your side through everything, just as the lyrics mention.



NCity’s reviews:

@jaehyuniepot:
“Their vocals are insane in this and makes me long for a lover I don’t have lol”

Photo Source:
SM Entertainment

NCT 127

14. NOT ALONE

Album: NeoZone
Year of Release: 2020
Genre: Synth-pop

'Not Alone' from NCT 127's album 'Neo Zone' is a comfort song for NCTzens. It has a chill beat that drives the song forward, but most of the interesting elements lie in the vocals and effects placed on it.

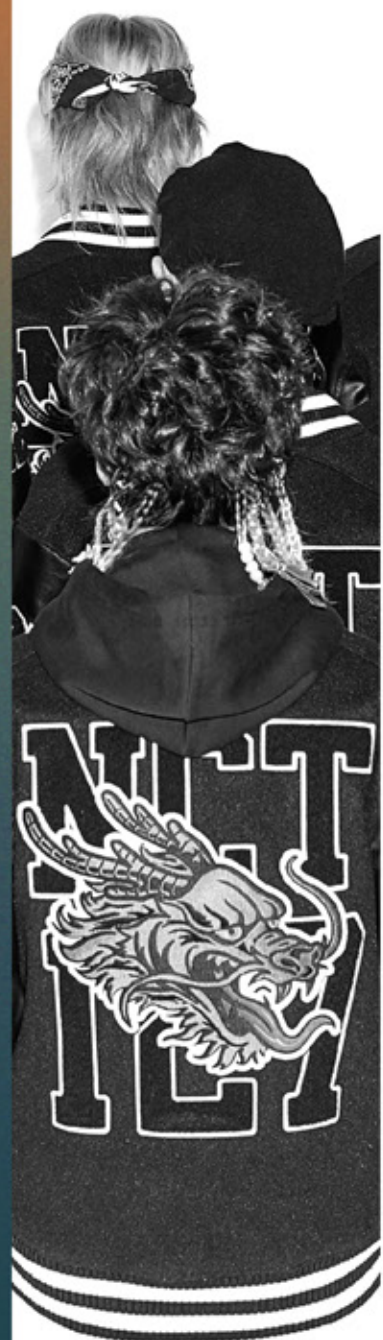
**"On this path that we walk together
We're never alone..."**

***Fun fact:** If you listen carefully, you can pick up on the slight echo effects added to every line in the first verse, the second verse and the bridge.

The song is filled with echoes and repeated melodies that engulf you. As you bask in their gentle vocals, take the time to appreciate their lovely ad libs, which add to the effects the track tries to achieve. In the last chorus, Haechan's ad lib perfectly washes over the main vocals, almost like the sun shining through the cracks in your window blinds. Taeil and Doyoung's ad libs also elevate the chorus by adding more layers to a chorus that we have already heard twice before. Generally, this song is a dreamy, feel-good song that reminds you that no matter whatever you're going through, you're not alone and to take it step by step.

NCity's reviews:

@sunnyhyucks_: "This song was able to comfort me and became my go-to for a bad day. The lyrics are just so reassuring, it made me feel supported."



NCT U

15. FROM HOME

Album: Resonance Pt. 1
Year of Release: 2020
Genre: Ballad

'From Home' is a track from NCT's latest album, 'Resonance Pt.1'. This NCT U unit consists of Taeil, Doyoung, Haechan, Yuta, Kun, Renjun and Chenle. Using this line up, the track was able to feature four languages in it: Korean, English, Japanese and Chinese. It opens up with the sound of a cassette tape being inserted into its player followed by a piano.

Immerse yourself in the touching melody of 'From Home'. The harmonies of the chorus that are bright, coupled with hopeful lyrics, will warm your heart. It's also worth noting Renjun and Doyoung's voices are the perfect cherries on top of the harmonies. Although this song is relatively new, NCTzens have expressed their liking for it and the feelings of home and sentimentality the track brings out.

**"'Cause I'm not
alone
You became a
warm home for
me"**

***Fun fact:** In the music video, the baby pictures were shown in the order of Haechan > Renjun > Taeil > Chenle > Yuta > Kun > Doyoung > Haechan > Renjun > Taeil > Chenle > Yuta > Kun



NCity's reviews:

@unwhitewashyuck:

"Diverse, Ballad, Vocals, Unique, Inclusive"

@sunnyhyucks_:

"The vocal talent exhibited in this song gives me goosebumps. And besides that, we also have four different languages being featured in one track which isn't easy to do."

Photo Source:
SM Entertainment

MEET MIKE DALEY: THE PRODUCER BEHIND YOUR FAVORITE K-POP TRACKS

By Ivana E. Morales | @Iv_Morales



Image source: Mike Daley's Instagram (@chemike)

In the K-Pop realm, producer Mike Daley is akin to an architect who designs unique chart topping songs around the globe. Creating an alternate reality where musical boundaries are torn down and creativity runs wild, Daley's universe is set in motion, existing in front of the whole world to see as much as it does in the minds and imagination of those who create it.

A Chicago native, Daley grew up in a multicultural household—an Irish American father and Colombian mother—that nurtured his interest in music. Daley said his dad would play rock bands such as U2, The Rolling Stones and The Beatles contrasting with the music in Spanish that his mom enjoyed.

"Chicago is a big melting pot and it is very segregated," he said. "Everything has its own little area, which is good and bad. Once I started making beats, it was always a little bit hard to make only one type of beat and I was always experimenting with different genres each day."

After briefly attending The University of Arizona, Daley moved to L.A. where he enrolled in The LA. Recording School. Shortly later, he landed an internship with Harvey Mason Jr. and Damon Thomas, the American hit-maker duo famously known as The Underdogs. By then, Daley was convinced about his path as a producer, but it had to step up his game to achieve success.

"I realized how far away I was from being a producer. Just from where I was and where they were, and it almost made me stop producing. I considered getting into the management and executive side of the music industry."



"I am not going to lie," he said. "I realized how far away I was from being a producer. Just from where I was and where they were, and it almost made me stop producing. I considered getting into the management and executive side of the music industry."

Daley's ongoing efforts to improve the caliber of his beats reached a juncture when songwriter Michael Jay started writing them. That was a turning point, Daley said, because it resulted in his first placement ever and The Underdogs decided to sign him. "My first placement, with Chris Brown, opened everything up," he said. "Without that, I would have never gone to South Korea with Harvey [Mason Jr.]."

WELCOME TO THE K-POP INDUSTRY

In 2013, Daley traveled with The Underdogs' production team to Seoul for his first songwriting camp. Daley said he found his niche during that trip and, after a successful week, he was able to get his K-Pop first placement, the iconic "Mr. Mr."

Released in February 2014, "Mr. Mr." is the title track of Girls' Generation's fourth Korean extended play. The song, which Daley describes as a, "super synth-heavy record, with a catchy dirty bassline and a little bit of an 80's vibe," topped on the Gaon Digital Chart and collected nine music show wins. Daley said the record originated from a high-spirited wave of inspiration at the studio.

"We started out basically netting high energy," he said. "We did not know if it was going to be a single right away but, we knew that was a good record. After we got home, SM was sending information to Harvey [Mason Jr.] and he was telling us that they [Girls' Generation] were getting ready to shoot the music video."

The dazzling MV unravels a plotline where the nine queen-like stars act as doctors who carry out an open-heart surgery on the male protagonist. Daley said it was the conceptualization and the high-budget production that made him get a grasp of the gigantic phenomenon that K-Pop encompassed.



image source: Mike Daley's Instagram (@chmike)

"That was the first time I saw the fans talking about all the details and I was like 'wow, this is crazy,'" he said. "The song started doing really well and it was a great introduction into the K-Pop world. I was hooked after that."

In 2016, SHINee's "1 of 1" became the kickstart of Daley's venture as an independent record producer. In collaboration with Mitchell Owens, Michael Jimenez, Tay Jasper, and MZMC, Daley constructed a track that is a musical convergence of past and present. He said he cherishes that song because of the impact it's had on his career."

It was another big turning point," Daley said. "When I found out that "1 of 1" was the single, I was extremely excited. I remember loving the whole throwback vibe with cassettes and everything when it came out."

PRODUCTION PROCESS AND THE CONTRASTING WAYS OF WESTERN MUSIC AND K-POP

Whether he is creating new beats alone on his laptop or working in big studios and vibing alongside songwriters, Daley always finds the perfect ambiance to interweave musical compositions. However, he mentions that because of the contradictory styles of Western music and K-Pop, each production process is tackled differently.

"Western music is more minimalistic," he said. "With K-Pop, there are so many genres being blended and even in one song can have a couple of different vibes." Usually, in the United States, producers sometimes receive few instructions with changes that the record needs. On the other hand, Korean pop revolves around intricacy, multiple layers and a lot of post-production. "There is a whole different vibe just being in Korea," he said. "That alone has its own energy that is a lot of fun. I like to separate sounds that I know could work in a K-Pop song. Just to go outside of the box and try different things."

In recent years, Daley has teamed up with composer and multi-instrumentalist Mitchell Owens, a combination that has proven to be successful. Daley said that, once Owens joined him, his production game leveled up. "I'd make a cool beat or something hard and he adds some crazy musical elements to it," he said. "It's a good formula that has worked for us out there [in South Korea]."

"Daley and Owens often travel to Seoul to take part in the songwriting camps organized by S.M. Entertainment. Even though the dynamic is similar, the level of intensity is higher than in American camps. Daley said he barely sleeps because he is always making new beats. "I am militant when I am there," he said. "We try to do two or three songs a day and we end up with 12 to 15 records in five days."

Due to the contesting nature of the K-Pop industry, S.M. is always looking for the highest quality. Daley said they [S.M.] don't pick records based on names ("it does help, but it is not everything"), and every year the competition gets fiercer. "I always try to keep delivering better records," he said. "I think now it is more stressful because I have had success and I can't deliver anything mediocre."

The L.A. based Chicago bred producer's successes include big K-Pop names such as SHINee, EXO, NCT, Girls' Generation, Stray Kids and hip-hop legend Yoon Mirae. Most recently, Baekhyun's "Candy"—composed with Owens, Adrian McKinnon and Deez—turned out to be a gigantic hit both domestically and internationally.

BUILDING THE "NCT SOUND"

It would not be an exaggeration to say that Mike Daley's role has been fundamental in the shaping of the well-known "NCT sound." His genre-blending ability results in an amalgamation of eclectic beats that feed and expand the originality of each song he creates for the global idol group.

Daley said the concept of unlimited members was something he never heard before, but he was on board and ready to go. "I knew that they were a young group with a lot of energy," he said. "It was just crazy listening that they would have units within the units and how they were going to be evolving. I thought 'this sounds so cool, let's do it.'"

NCT U's "Boss" cemented his position as a producer with S.M. Entertainment and set a precedent in the NCT-Daley continuous collaborations. He recalls being pleasantly surprised because, even though he knew of that placement with NCT, he was not expecting it to be a title track. "For them to start picking my songs as singles, that opened a door for me," he said. "I've been trying to keep it open since then."

Enter "Regular," the multilingual Latin-inspired track that posed the biggest production challenge for Daley and his team so far. He said they knew beforehand it was going to be an upscale single, so they spent hours and hours trying to perfect the song.

image source: Mike Daley's Instagram (@chmike)

"I think now it is more stressful because I have had success and I can't deliver anything mediocre."



"It took a long time and I know there was a lot of writing involved," he said. "There was just the most pressure for that one because it had so many versions."

"Regular" can be listened to in Korean, English and Chinese and the three versions combined sum up almost 100 million views on YouTube. It also marked the U.S. debut of the Seoul-based unit, NCT 127, and it was the lead single of WayV's first EP, "The Vision." Daley said the song captured NCT's distinctive concept and watching the three different videos was impressive. "I felt the impact," he said. "I was able to see how the idea of Lee Soo-man of NCT being a global group came into fruition."

Due to busy schedules, it is rare when artists take part in the S.M.'s songwriting camps, but Daley said they occasionally visit. He remembers a particular encounter with Ten, where both shared their music taste.

"He pulled out his phone and he played songs that he liked," Daley recalls. "It was cool for me to just see the type of music they [NCT members] are listening to and I try to keep that in my mind when I am making songs for them."

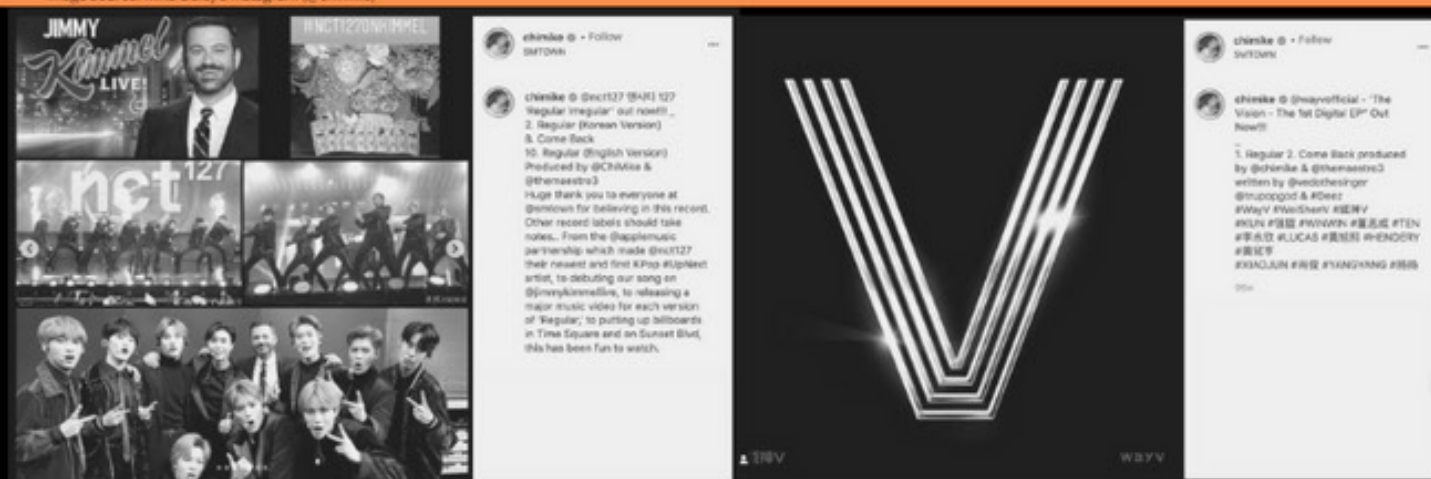
Curiously enough, WayV is the unit that has most songs—"Come Back," "Regular," "Take Off," "Yeah Yeah Yeah," "Bad Alive," and "Nectar"—created by Daley.

"I don't know how that happened," he said. "I think it's maybe the style of my beats and I really like WayV guys. We are one the same wavelength."

For Resonance Part.1, Daley contributed with "Volcano," which he describes as Boss 2.0, "Music, Dance," and "Nectar." The album, released on October 12, 2020, charted No. 6 on Billboard 200 and has sold more than 1 million copies. Daley said he's witnessed NCT's road into becoming a powerhouse and he's happy to be part of it.

"I didn't get the entire vision the whole time but, they know what they were doing," he said. "I think they are only going to get bigger."

Image source: Mike Daley's Instagram (@chmike)



LOOKING FORWARD

Even though the Coronavirus outbreak brought daily lives to a halt, music remains unstoppable and it has become a place of comfort for K-Pop fans. Daley said he's managed to adjust to the new state of the world, and continues creating songs, but in the end it's a challenge to keep focus. "It's been weird," he said. "I haven't been back, back into the studio and I've been working at home a lot. I enjoy it but it is hard to stay motivated."

2020 brought uncertainty, but there is a chance that 2021 will be a little bit brighter. Daley said he wants to work with more artists on both sides of the globe and is looking forward to next year. "I am nervous," he said. "It's been a little bit challenging trying to send these songs, but, I know I still have new music coming out in 2021."

Be sure to check out the full interview with Mike Daley on NCity's official podcast, Nfinity!

Image source: Mike Daley's Instagram (@chmike)



RAKIYAH IN SPACE: GET TO KNOW THE ARTIST

BY: CHYENNE TATUM | @CHYANDBLACK

When it comes to Black and Brown artists and musicians, they are often told they don't fit the right "image" for a certain genre. Considering Korea's beauty standards traditionally lean towards whiteness and thin body types, one might wonder whether or not Koreans are ready to embrace diversity in their culture. Fortunately, for up and coming singer/songwriter Rakiyah Wright, her positive experiences while studying in South Korea served as more than enough reasons to pursue a music career in the homogeneous country, and help bridge the cultural gap between the Black and Asian communities.

On October 23, the New Jersey native made her Korean debut as Rakiyah (라카이야) with the single, "Like You (너처럼)", which features English in the first verse and chorus, switches to Korean in the second verse, and back to English for the last half of the song. Although Korean is not her native language, Rakiyah felt compelled to learn more about the culture and apply it to her music.



"I discovered Korean culture through the means of a K-Drama, Boys Over Flowers," Rakiyah laughs. "After watching it so many times, I became excited about learning the language and started buying books and worked hard every day just to get past the basics."

According to the singer, "Like You" was never meant to be a Korean song at all when she first wrote it in 2019. It wasn't until this year when she decided to challenge herself and sing an entire verse in Korean. Her growing following on Twitter has even started getting curious as to how Rakiyah's soft, sultry voice would sound with popular Korean R&B artists like Crush, Hoody, and Heize."

The R&B style and melody that I'm doing were already there from the beginning," she states. "I worked hard to make sure my pronunciation sounded the best it could with my Korean co-writer and the fact that my voice is so airy when I sing, makes it even more compatible with today's Korean R&B."

But music wasn't always the first thing on Rakiyah's mind; her first love was aerospace engineering and science since she was a child. While focusing on her college courses in engineering, Rakiyah also found joy in uploading Korean language tips on her YouTube channel – Raki Wright. As the channel continued to grow, her school started taking an interest and luckily offered to sponsor her for their exchange program in Korea.

"I feel like my experience was not the best the first time," she said. "But I'm the type of person who doesn't want to be scared away from the experience because it didn't go well, so I went back again and each experience was better and more intriguing than the last." She enjoyed her visits so much that the school ended up sponsoring her three years in a row.

However, when she came back home from her last Korean trip, the thought of working a monotonous engineering job didn't sit right with the now 27-year-old. So, she leaped faith into the complete opposite side of the spectrum and decided to pursue music—all while still finishing up her degree in space engineering.

"It's way more dramatic than it sounds because one field uses the left side of my brain and the other uses my right side," Rakiyah explains.

"It's a nice balance being able to do both, but it is hard finishing up my last semester of college while also putting out singles and EPs without even being signed to a label."

Yes, Rakiyah is an independent artist without a record label—American or Korean—and if this one-woman show isn't impressive enough, she is also the founder and CEO of her own vegan lip gloss line called Rue Gloss, which launched earlier this year and has been doing well.



"Everything I do has been the strength of my own and everything that's been paid for has been every last dime that I raised," says the singer. "But I love that I can say one minute, I'm designing an aircraft and, the next minute, I'm writing an album."

The journey may be long and illustrious for Rakayah, but nothing was more nerve-wracking than the moment she posted the cover art for her lead single and the conversation it would ensue. During the days leading up to the release of "Like You", an article was released by Allkpop, spreading the word about her debut—both the article and her teaser went viral."

As a Black woman—just a Black person in general—it isn't easy being in the Korean music scene," she explains. "Even as a K-Pop stan, there's a lot of pushback against Black fans and non-Asians in those spaces and just in the music industry itself, so I was extremely nervous about what people would say."

Regardless of how controversial some people may see it, Rakayah prides herself in being the middleman with her family and friends by introducing them to Korean culture, while still embracing her Blackness and showcasing the community in a positive light to her Korean friends. "It's important for Korea to be inclusive of other cultures, but it's also just as important for people to be inclusive of Asians and the differences between them," she says.

For years, the public has witnessed the K-Pop industry welcome trainees and idols from different parts of Asia (China, Japan, Thailand), but they've also started seeing Korea slowly open their doors to non-Asian artists altogether. In 2015, Alex Reid of RaNia (or BP Rania) became the first Black artist to debut in a K-Pop group. Although she is no longer a member of the group today, another Black woman by the name of Fatou has gracefully made her way into Blackswan this year—also known as the revamped version of RaNia.



"Once you start to admire Western music and Black culture and incorporate that into your idols' music, you've already decided to be diverse," Rakayah explains when it comes to K-Pop companies. "The profit is already coming from non-Korean culture, so you have to be willing to open up to those same people who created these styles and genres."

Although Rakayah isn't the first Black artist to make music in South Korea, the one factor that differentiates Rakayah from the others is that she has to completely rely on her own resources, income, and fanbase to get her name out there.

"I'm a Black girl singing Black music in America—just doing in the language that she took the time to learn."

So what can we expect from "Raki" next?

"Next thing I'm doing is putting out an EP in December," she grins. "It'll be a little Christmas gift called Into the Cosmos since my artistry is always relating to aerospace."

According to the cosmic singer, "Rockets"—her fandom—can expect the EP to be loving and sexy and might even feature a popular Korean male artist on one of the five tracks. "If you're catching the innuendos [in this EP], you're going to feel it this winter," she playfully teases.

As for her K-Pop interests, Rakayah is a huge fan of BTS (particularly Jimin), Loona, and Blackpink but of course, EnVi had to know if the "Queen of Space" has yet to venture into the amazing world of NCT.

"I'm learning that there are different NCT groups, but my first NCT song was the "The 7th Sense," Rakayah says. "But for NCT 127, I like "Punch" a lot [laughs]."

And the member who caught her attention the most?"

I love it when Korean male artists have a deep tone" she confesses. "So whoever that first person is in "The 7th Sense", he captivated me through his voice immediately."

The original center himself, Lee Taeyong.

You can learn more and connect with Rakayah through her Twitter (@rakiyahinspace), Instagram (@rakiyah), YouTube (RakiyahVEVO), and official website (rakiyahinspace.com).

"Like You" is available to stream on all music platforms.



우주에 있는 RAKIYAH (라카이야): 아티스트 프로필

BY: CHYENNE TATUM | @CHYANDBLACK
TRANSLATED BY: VEL | @LEVELLED_102020

흑인가수나 아티스트분들 종종 특정 장르에 적합한 "이미지"가 맞지 않는다는 말을 많이 듣는다. 전통적으로 한국의 미적 기준이 하얗고 마른 체형에 치우친다니까, 과연 한국 사람들 그들의 문화에서 다양성을 받아들일 준비가 되어 있는지 아닌지 궁금할 것이다. 다행히 새롭게 데뷔한 싱어/송라이터 Rakiyah Wright (라카이야 라이트) 한테, 그는 예전에 한국에서 유학하는 좋은 경험들 그한테 큰 동기가 되었습니다. 라카이야는 단일 민족 국가에서의 음악 활동을 추구하고, 이런 활동 통해 흑인 사회와 아시아 공동체 간의 문화적 격차를 해소하는 데 도움을 주고 싶습니다.

지난 10월 23 일에 뉴저지에 살고 있는 라카이야가 그의 새로운 싱글 "Like You (너처럼)"로 한국 데뷔를 했습니다. 이 노래의 1절과 후렴구에 영어가 수록되어 있지만, 2절에는 한국어로 전환되고, 마지막 반절에는 영어로 다시 전환된다. 물론 한국어는 라카이야의 모국어 아니지만, 그는 아직 한국 문화에 대해 더 많이 배우고 싶고 그의 음악에 적용하고 싶습니다.

라카이야가 웃으면서 말했다, "저는 드라마 '꽃보다 남자' 통해 한국 문화를 알게 되었다. 이 드라마를 많이 보고 나서 저는 한국어 배우는 것은 더 흥미로웠어. 그리고 저는 책도 구매했고 기본을 배우기 위해 매일 열심히 공부 했다."



근데 라카이야가 2019년에 "너처럼" 작곡 할 때 결코 한국 노래가 될 것은 아니었습니다. 그는 올해에 도전하고 싶어서 한 소설이다 한국어로 노래 하는게 시도 했습니다. 또한 라카이야의 트위터 팔로잉가 만약에 크러쉬, 후디, 헤이즈와 같은 한국의 인기 R&B 가수들 같이 노래하면 라카이야의 부드럽고 섹시한 목소리가 어떻게 들릴지 궁금합니다.

라카이야는 "저는 처음부터 이런 R&B 스타일과 멜로디 하고 있다. 저도 우리 한국 작곡가님들랑 같이 노력해서 제 발음은 틀림없이 만들었다. 제 목소리는 노래 할때 공기반 소리반이어서 요즘에 한국 R&B 음악 이랑 잘 어울린다고 생각한다."

그렇긴 한데 라카이야는 어렸을때 부터 기뻐던 꿈은 가수가 되는 건 아니었다 - 그는 원래 항공우주 공학과 과학을 제일 좋아합니다. 라카이야는 대학에서 공학을 배우고 있는 한편 그는 유튜브 (Raki Wright) 에서 한국어 팁들 올렸고 즐겨봤습니다. 그의 채널을 점점더 성장 하고 있는 것 봤을때 학교에서 그 한테 관심을 생겼고 운 좋게도 그를 한국 교환 프로그램에 후원해 주겠다고 했다.

"사실은 저의 첫 번째 경험 그렇게 좋지 않았어" 라카이야 말했다. "그래도 저는 안 좋은 경험 때문에 무서우고 다시하지 않은 사람 아니니까 그때 후에 도 다시 한국으로 들어갔고 더 좋고 재밌는 경험을 만들었다." 라카이야가 한국 가는게 매우 즐겁기 때문에 학교는 그녀를 3년 연속으로 후원하게 되었습니다.

하지만, 27살의 라카이야가 최근에 한국 여행을 돌아왔을때 자기를 정말 심심한 공학 직업을 원하지 않은 것 깨달았습니다. 그래서 그녀를 아직 우주공학 배우고있지만 그는 완전히 반대편에 있는 음악의 꿈으로 노력하겠다는 것은 결정했습니다.

라카이야는 "이거는 실제로 훨씬더 드라마틱하다. 왜냐면 하나가 뇌의 왼쪽 사용 하고 있으며 도 하나가 뇌의 오른쪽 사용하고 있으니까" 라고 설명했다.

"둘다 같이 하는 것은 좋긴한데 그때 저는 대학에 마지막 학기가 마무리하고 있기도 불구하고 도와주는 회사 없이 싱글과 EP를 계속 만들고 있었다."

라카이야는 미국인이든 한국인이든 음반사가 없는 독립 아티스트입니다. 이 것 만이라도 엄청 대단하는데 라카이야도 올해 초 론칭해 잘나가고 있는 비건 립글로스 라인 Rue Gloss의 창업자 겸 CEO이기도 합니다.

"저는 했던 모든 것은 저 자신의 능력이랑 자기의 모였던 돈으로 하는 거지" 라고 설명했다. "그래도 저는 한편에 항공기를 디자인하고 있고 또 한편에 앨범을 만들고 있는 것은 저 한테 정말 재미있는 것이다"

라카이야는 걸어 왔던 길이 멀고 저명하지만 그녀 한테는 자기의 타이틀곡의 커버사진을 발표하고 화제를 만들었는 것은 이와중에 제일 긴장된 순간이었습니다. "너처럼" 발표하는 며칠 전에 온라인 언론 페이지 Allkpop는 그녀의 데뷔에 대해 기사를 썼고 이 기사와 노래의 티저까지 다 많이 관심을 얻었습니다.



“흑인 여성으로서, 그냥 흑인인으로서, 한국 음악계에 있는 것은 쉽지 않다. KPOP팬로서도 흑인 나 비 아시아인이면 이런공간이나 음악계에서 반대하는 소리있어서 저는 그 당시에 사람들 어떻게 봐 주겠는지 엄청 긴장했다.”

아무리 논란의 여지가 있어도, 라카이야가 주변 친구들과 가족 한테 한국 문화를 소개 줄 수 있는 동시에 한국 친구들 한테도 자기의 아이덴티티 랑 커뮤니티 보여 줄 수 있는 것은 엄청 뿌듯하다고 생각합니다. 또한, 라카이야가 “한국은 다른 문화를 포함 해야하는 것 뿐만아니라 사람들도 아시아인과 서로의 차이점을 다 포함해야 한다.” 라고 믿습니다.

수년 동안 KPOP에 아시아의 각 지역 (중국, 일본, 태국등) 에서 오는 연습생과 아이돌을 환영하고 있지만, 요즘에는 한국도 천천히 다른 비 아시아의 아티스트분들 한테 문 열려주고 있습니다. 2015때 RaNia (라니아)에 데뷔했던 Alex Reid 가 KPOP에서 첫 흑인 가수이었습니다. 그는 이제는 RaNia의 멤버 아니지만, 또 다른 흑인 여성분 - 파투 - 가 Blackswan (개조한 RaNia) 멤버로서 데뷔 했습니다.

라카이야가 K-Pop 회사에 대해 “서양 음악과 흑인 문화를 감탄하고 있을때 그리고 이런 문화에 대한 점들 아이돌의 음악에서 포함 시킬때 이 것은 바로 다양해지겠다는 결정이죠.” 라고 설명 했다. “아무래도 이 회사들의 이익은 비 한국문화에서 얻었으니까 그래서 이런 스타일과 장르를 창조한 사람들에게 기꺼이 마음을 열어야 한다.”

비록 라카이야가 한국에서 음악을 만든 최초의 흑인 예술가는 아니지만, 라카이야를 다른 가수들과 차별화하는 한 가지 요인은 그녀가 그녀의 이름을 알리기 위해 자신의 자원, 수입, 팬베이스에 전적으로 의존해야 한다는 것이다.

“저는 미국에서 블랙 음악을 부르는 흑인 소녀고 단지 배웠던 언어로 하는 것뿐이죠.”

그래서, 라카이야의 다음 기획이 무엇인가?

라카이야가 웃고 말했다, “저는 오는 12월엔 EP를 나오겠다. 이번은 저의 항공우주 관련음악성을 맞추는 Into The Cosmos 이라는 EP고 (팬분한테의) 크리스마스 선물이죠.”

라카이야의 팬분들이 (“Rockets”) 이번 나오겠다는 EP가 좀 사랑스럽고 섹시하고; 심지어 다섯 트랙 중 하나에 인기 있는 한국 남자 아티스트를 등장시킬 수도 있으니까, 기대하도 됩니다. “만약에 이 EP에 숨겨있는 메시지 잡을 수 있으면, 올해의 겨울을 많이 느낄수 있다.” 라카이야 말했습니다.

한편, KPOP에 대해 라카이야는 방탄소년단 (특히 지민), 이달의 소녀랑 블랙핑크 의 큰 팬입니다. 물론 EnVi로서 과연 ‘우주 여왕’이 NCT의 놀라운 세계에 아직 모험을 하지 않았는지 알아 봤습니다.

“NCT는 다른 그룹이 포함하는거 배우고 있는데, 그리고 저는 처음 듣는 NCT 노래는 “일곱번째의 감각”이다”, 라고 답했다. “NCT127 말하자면 저는 “펀치” 를 많이 좋아하다.”

그녀의 시선을 잡았던 멤버도 누구십니까?

라카이야가 고백했다, “저는 깊은 톤 가지고 있는 한국 남성 아티스트를 좋아하다. 그래서 “일곱번째의 감각”에서 처음 오프닝 하는 사람의 목소리를 빠져들었다.”

그게는 바로 어리지널 센터, 이태용입니다.

라카이야를 더 알고 싶으면 그의 공식 SNS (트위터 @rakiyahinspace, 인스타그램 @rakiyah, 유튜브 RakiyahVEVO, 그리고 웹사이트 rakiyahinspace.com) 구독하면 됩니다.

“너처럼” 이미 각 음악 플랫폼에서 들을 수 있습니다.



RAKIJAH DI ANGKASA: MENGENALI SEORANG SENIMAN

BY: CHYENNE TATUM | @CHYANDBLACK

Berbicara mengenai artis dan musisi berkulit coklat dan hitam, mereka seringkali diberi tahu bahwa mereka tidak cocok dengan "image" yang tepat untuk genre tertentu. Mempertimbangkan standar kecantikan Korea yang secara tradisional condong ke tipe tubuh kurus dan berkulit putih, orang mungkin bertanya-tanya apakah orang Korea siap merangkul keragaman dalam budaya mereka atau tidak. Untungnya, untuk penyanyi / penulis lagu pendatang baru Rakiyah Wright, pengalaman positifnya selama belajar di Korea Selatan menjadi alasan yang lebih dari cukup untuk mengejar karir bermusik di negara yang homogen, dan membantu menjembatani kesenjangan budaya antara komunitas kulit hitam dan Asia.

Pada tanggal 23 Oktober, wanita kelahiran New Jersey ini melakukan debut di Korea sebagai Rakiyah (라카이야) dengan single, "Like You (너 처럼)", yang menampilkan bahasa Inggris di bait dan chorus pertama, beralih ke bahasa Korea di bait kedua, dan kembali ke bahasa Inggris untuk paruh terakhir lagu. Meski bahasa Korea bukan bahasa ibunya, Rakiyah merasa harus belajar lebih banyak tentang budaya dan menerapkannya pada musiknya.



"Saya mengenal budaya Korea melalui K-Drama, Boys Over Flowers," Rakiyah tertawa. "Setelah menontonnya berkali-kali, saya menjadi bersemangat belajar bahasa dan mulai membeli buku dan bekerja keras setiap hari hanya untuk menguasai dasar-dasarnya."

Menurut penyanyi itu, "Like You" tidak pernah dimaksudkan untuk menjadi lagu Korea sama sekali ketika dia pertama kali menulisnya pada tahun 2019. Baru pada tahun ini dia memutuskan untuk menantang dirinya sendiri dan menyanyikan seluruh bait dalam bahasa Korea. Pengikutnya yang terus bertambah di Twitter bahkan mulai penasaran bagaimana suara lembut Rakiyah akan terdengar bila bersanding dengan artis R&B Korea populer seperti Crush, Hoody, dan Heize.

"Saya sudah memiliki gaya dan melodi R&B sejak awal," katanya. "Saya bekerja keras untuk memastikan pelafalan saya terdengar sebaik mungkin dengan rekan penulis Korea saya dan fakta bahwa suara saya sangat ringan saat saya bernyanyi, membuatnya lebih cocok dengan R&B Korea saat ini."

"Tetapi musik tidak selalu menjadi hal pertama dalam pikiran Rakiyah; cinta pertamanya adalah teknik kedirgantaraan dan sains sejak dia masih kecil. Sembari fokus kuliah di jurusan teknik, Rakiyah juga menemukan kegembiraan saat mengupload tips bahasa Korea di channel YouTube-nya - Raki Wright. Karena channel-nya terus berkembang, sekolahnya mulai tertarik dan untungnya menawarkan untuk mensponsori dia untuk program pertukaran mereka di Korea.

"Saya merasa pengalaman saya bukan yang terbaik pada awalnya," katanya. "Tapi saya tipe orang yang tidak ingin takut dari pengalaman yang tidak berjalan dengan baik, jadi saya memulai kembali dan setiap pengalaman menjadi lebih baik dan lebih menarik daripada yang terakhir." Dia sangat menikmati kunjungannya sehingga sekolah akhirnya mensponsori tiga tahun berturut-turut.

Namun, ketika dia kembali ke rumah dari perjalanan Korea terakhirnya, pemikiran untuk bekerja di pekerjaan teknik yang monoton tidak cocok dengan wanita yang sekarang berusia 27 tahun itu. Jadi, dia melompati keyakinan nya ke sisi spektrum yang berlawanan dan memutuskan untuk mengejar musik — semuanya sambil tetap menyelesaikan gelarnya di bidang teknik luar angkasa.

"Ini jauh lebih dramatis daripada kedengarannya karena satu bidang menggunakan sisi kiri otak saya dan bidang lainnya menggunakan sisi kanan otak saya," jelas Rakiyah.

"Sungguh keseimbangan yang bagus untuk bisa melakukan keduanya, tapi sulit menyelesaikan semester terakhir kuliahku sambil juga merilis single dan EP bahkan tanpa dikontrak agensi."



Ya, Rakiyah adalah artis independen tanpa agensi rekaman — Amerika atau Korea — dan jika hal yang ditunjukkan satu wanita ini tidak cukup mengesankan, dia juga pendiri dan CEO dari produk lip gloss vegan miliknya yang disebut Rue Gloss, yang diluncurkan pada awal tahun ini dan telah berjalan dengan baik.

"Semua yang saya lakukan telah menjadi kekuatan saya sendiri dan semua yang telah dibayar adalah setiap sen terakhir yang saya hasilkan," kata penyanyi itu. "Tapi saya senang bisa mengatakan satu menit, saya sedang merancang pesawat dan, menit berikutnya, saya sedang menulis album."

Perjalanannya mungkin panjang dan termasyhur bagi Rakiyah, tetapi tidak ada yang lebih menegangkan daripada saat dia memposting seni sampul untuk single utamanya dan percakapan itu akan terjadi. Selama hari-hari menjelang rilis "Like You", sebuah artikel dirilis oleh Allkpop, menyebarkan berita tentang debutnya — artikel dan teasernya menjadi viral.

"Sebagai wanita berkulit hitam — hanya orang kulit hitam pada umumnya — tidak mudah berada di kancah musik Korea," jelasnya. "Bahkan sebagai staf K-Pop, ada banyak penolakan terhadap penggemar kulit hitam dan non-Asia di ruang-ruang itu dan hanya di industri musik itu sendiri, jadi saya sangat gugup tentang apa yang akan dikatakan orang."

Terlepas dari betapa kontroversialnya beberapa orang melihatnya, Rakiyah bangga menjadi perantara bersama keluarga dan teman-temannya dengan memperkenalkan mereka pada budaya Korea, sambil tetap merangkul kaum-nya dan memperlihatkan komunitas secara positif kepada teman-teman Korea-nya. "Penting bagi Korea untuk menjadi inklusif terhadap budaya lain, tetapi juga penting bagi orang-orang untuk menjadi inklusif terhadap orang Asia dan perbedaan di antara mereka," katanya.

Selama bertahun-tahun, publik telah menyaksikan industri K-Pop menyambut trainee dan idola dari berbagai belahan Asia (Cina, Jepang, Thailand), tetapi mereka juga mulai melihat Korea perlahan membuka pintu mereka untuk artis non-Asia sama sekali. Pada 2015, Alex Reid dari RaNia (atau BP Rania) menjadi artis kulit hitam pertama yang debut di grup K-Pop. Meskipun dia tidak lagi menjadi anggota grup hari ini, wanita kulit hitam lain bernama Fatou telah dengan anggun masuk ke Blackswan tahun ini — juga dikenal sebagai versi RaNia yang dirubah.



"Begitu Anda mulai mengagumi musik Barat dan budaya Hitam dan memasukkannya ke dalam musik idola Anda, Anda sudah memutuskan untuk menjadi beragam," jelas Rakiyah terkait perusahaan K-Pop. "Keuntungannya sudah datang dari budaya non-Korea, jadi Anda harus bersedia terbuka kepada orang-orang yang sama yang menciptakan gaya dan genre ini."

Meskipun Rakiyah bukanlah artis kulit hitam pertama yang bermusik di Korea Selatan, satu faktor yang membedakan Rakiyah dari yang lain adalah bahwa dia harus sepenuhnya bergantung pada sumber daya, pendapatan, dan penggemarnya sendiri untuk mendapatkan namanya di luar sana."

Saya seorang gadis berkulit hitam yang menyanyikan musik kulit hitam di Amerika — hanya melakukan dalam bahasa yang dia pelajari."

Jadi apa yang bisa kita harapkan dari "Raki" selanjutnya?"

Hal berikutnya yang akan saya lakukan adalah merilis EP di bulan Desember," dia menyeringai. "Ini akan menjadi hadiah Natal kecil yang disebut Into the Cosmos karena kesenian saya selalu berhubungan dengan ruang angkasa."

Menurut penyanyi kosmik, "Rockets" — nama fandomnya — dapat mengharapkan EP menjadi penuh kasih dan seksi dan bahkan mungkin akan menampilkan artis pria Korea populer di salah satu dari lima lagu.

Mengenai minat K-Popnya, Rakiyah adalah penggemar berat BTS (terutama Jimin), Loona, dan Blackpink. Tetapi tentu saja, EnVi harus tahu apakah "si Ratu Angkasa" belum menjelajah ke dunia NCT yang menakjubkan.

"Aku dengar bahwa ada beberapa grup NCT yang berbeda, tapi lagu NCT pertamaku adalah "The 7th Sense," kata Rakiyah." Tapi untuk NCT 127, aku sangat suka "Punch" [tertawa]."

Dan anggota yang paling menarik perhatiannya?

"Aku suka ketika artis pria Korea memiliki suara yang dalam" akunya. "Jadi siapa pun itu orang pertama di "The 7th Sense", dia memikatku dengan suaranya seketika."

Center orisinal itu sendiri, Lee Taeyong.

Anda dapat mempelajari lebih lanjut dan terhubung dengan Rakiyah melalui Twitter (@rakiyahinspace), Instagram (@rakiyah), YouTube (RakiyahVEVO), dan situs resmi (rakiyahinspace.com).

"Like You" tersedia untuk streaming di semua musik platform.

BEAUTIFUL TIME

BEAUTY

With you, with you, it's only you

02

NCT RECS: BEAUTY

BY: JULIET / BLUSHINGFULSUN

I totally get it; as fans, we want everything our idols have. Maybe it's the parasocial relationship, maybe it's the fear of missing out (FOMO). Whatever it is, listicles like these are so fun to read and they're helpful too! Now let's see, what should I add to my cart...

JAEMIN RECOMMENDS...

BLISTEX LIP-CARE SOLUTIONS MEDICATED LIP OINTMENT

Seoul is known to have a very dry climate, even during the warmer months of the year. This means that hydration and moisturisation is very important, particularly the lips, which tends to get chapped easily from cold weather.

In a bubble message in the beginning of July 2020, Jaemin let the fans in on his regular lip balm that he uses to keep his already-dry lips from drying out further and cracking; he had sent a picture of Blistex's Medicated Lip Ointment and recommended fans to try it out! He applies it once before he goes to sleep, once when he wakes up and in between schedules too.

And of course, in true Nana fashion, he also mentioned that he had **thought** about Seasonies as he was applying the balm before bed and wanted to let us know about it. He's the sweetest!



Scan for more product information!



TAEYONG RECOMMENDS...

SK-II FACIAL TREATMENT ESSENCE

Airports across the globe have strict regulations about the volume of liquids that passengers can bring onto planes and many people, myself included, have gotten items confiscated due to said rule. And alas, idols are no exception to that rule.

Last year, as NCT 127 was going through airport security and on the way to Japan for a schedule, Taeyong was stopped by officers when his bag had come out from the scanner. Turns out, he had liquid in his bag that was more than 100ml, and it was the SK-II Facial Treatment Essence! When the photos of this encounter were released, it had the fandom on Twitter cackling as they saw pictures of him looking on in disdain as his expensive toner was taken away from him.

Another product revealed from the NCT 127 Taeyong certainly had all the right to be distraught; the SK-II Facial Treatment Essence is a luxurious toner that balance the skin's pH and sebum secretion so oily and dry areas are properly moisturised. It is also rich in vitamins, amino acids and minerals to give you a clear and glowing complexion.



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NATURE REPUBLIC CALIFORNIA ALOE FRESH POWDERY SUN STICK

Sun protection is a MUST in everybody's daily routine. The sun's harmful UV rays causes you to age faster, which means that stuff like wrinkles, sun-spots and saggy skin will hit you way quicker if you don't take the necessary precautions. So, it should come as no surprise that K-Pop idols take their sunscreen seriously.

During the behind-the-scene video of the filming of SuperM's Jopping music video, Taeyong was seen using the Nature Republic Sun Stick, applying it liberally and putting it even on his ears. The details matter! This is especially important as they were filming in the Dubai desert, where the sun hits hard.

In an exciting turn of events, brand representatives of Nature Republic actually saw that a big star like Taeyong had used it and they decided to sign an ambassador deal with NCT 127, making the group the face of Nature Republic.

The sun stick itself is pretty amazing; it makes sure that you stay protected from the sun while offering a finish that isn't sticky nor drying. It's easy to touch up too (if you don't wear base makeup), since it is a pocket-sized stick.

No wonder Taeyong's skin always looks amazing...

JAEHYUN RECOMMENDS...

KIEHL'S
CALENDULA HERBAL EXTRACT
ALCOHOL-FREE TONER

It is a known fact in NCity that Jaehyun has immaculate skin. Almost all of the members have said on multiple occasions that he was blessed by the gods with little to no physical flaws. Remember when Johnny pinched Jaehyun's cheek and called it "ddeok skin" during an episode on Johnny's Communication Centre (JCC)? He was essentially saying that his skin is smooth and bouncy like rice cake, which is called ddeok (떡) in Korean.

Even though Doyoung said in an episode of NCTzens Would Like This Too that "no matter how much we try, we will never get skin like his", we can still attempt and hope for the best T.T

In both his 24-hour relay cam video and mini staycation in a hotel video, Jaehyun shows us his skincare routine and unsurprisingly, it features very few products. One of the most noticeable products is the Kiehl's Calendula Herbal Extract Alcohol-Free Toner. The famed product soothes, refreshes and balances troubled skin.



TOM FORD
WHITE SUEDE EDP

As if our dimpled prince couldn't get any more princely, Jaehyun even smells good.

In the second episode of the NCT 127 High School Baseball Team series, the members were all supposed to reveal items they would put in their locker. Unsurprisingly, Jaehyun pulled out one of the most expensive perfumes on the market, Tom Ford's White Suede. He spritzed it for the members to have a whiff and most of them mentioned that it "smells light".

Mr Tom Ford himself describes White Suede as "wild, charming and irresistible. An addictive musk creation captures the primal essence of leather and suede, sending a powerful message of raw desire." Why does this sound like a description of Jaehyun himself...

The key notes of the fragrance are suede, saffron and musk. The addictive pull of leather and suede is channelled through an elegant musk-derived composition. Musk's primal intensity is harmonized with saffron and thyme, heightened with velvety rose and warm amber. Warm, supple and sensual, a perfume with an irresistible expression of raw desire.

Even though it's traditionally a women's eau de parfum, the scent is considered unisex by many. It's probably the leather!



JUNGWOO RECOMMENDS...

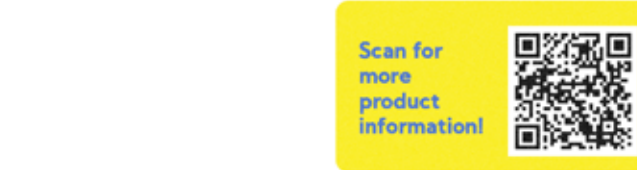
BYREDO
PARFUM



Another product revealed from the NCT 127 High School Baseball Team series is lovely Jungwoo's scent of choice. He took it out Byredo's Unnamed EDP, a 2020 Valentine's Day release from the European luxury brand. The members described the scent as fresh, which is just so Jungwoo. He's known to give off a "fresh" feeling, which is why everyone says that Jungwoo can be in an advertisement for Sprite or Pocari Sweat.

The unique point of this perfume is the absence of a perfume name or named key notes. All it has is "an immaculate label, the promise of a story to write as your own. A blank page upon which your feelings may flow".

Talk about unique marketing strategy...



DOYOUNG RECOMMENDS...

LE LABO
ANOTHER 13 EDP

Doyoung doing hour long V-Lives on HIS birthday to interact with fans? Always more likely than you think. Ever the member never fails to keep NCTzens in mind all the time, Doyoung held a birthday V-Live this year and chilled with us as he sang and talked to us. Wholesome, heart-warming and so adorable.

A fan had asked what his scent diffuser smells like and he said that it smells powdery, like most of the cologne he uses. Doyoung then proceeds to let us in on his favourite cologne at the time; the Le Labo AnOther 13 Eau de Parfum.

Le Labo was commissioned by AnOther Magazine to work on an exclusive scent. The result of the creative collaboration between Le Labo and Jefferson Hack, editor-in-chief of AnOther Magazine is AnOther 13, a hypnotizing and unique scent.

It's composed of ambroxan, a synthetic animal musk, and twelve other ingredients such as jasmine, moss and ambrette seeds absolute - which gives it spike and shine. The blend of these ingredients makes this EDP an addictive and dirty potion.



HAECHAN RECOMMENDS...

DR.JART+
CERMIDIN LIPAIR

As I mentioned in Jaemin’s recommendation, Seoul suffers a cold and bitter winter that is biting and harsh. I have to repeat myself again: a good lip balm is absolutely essential.

Our boys know that for sure as during the research for all these products, there are lip balm findings for almost every member of Dream and 127, though I just know that WayV takes care of their skin and lips too, what with Kun appearing on Pink Festa and talking about cosmetics and skincare like he’s an expert in the field.

Well, as for our resident sunshine’s lip balm, in Decemeber 2019, Haechan was spotted with the Dr.Jart+ Cermidin Lipair, a fragrance-free, hyaluronic acid, paraben-free, sulphate-free lip balm in a squeeze tube.

The 5 types of hyaluronic acid, camellia oil and safflower oil combine their powers to nourish, moisturise and plump the lip. It also soothes irritation. The gel texture makes it non-sticky and since it’s in a squeeze tube, it’s very easy to apply.



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BUILDING A SPACE: HOW THE EVERYDAY PERSON HAS TAKEN PART IN FASHION AND BEAUTY

By Ellie | @nctbussy

In June of this year, Anna Wintour sent an internal email to her Vogue staff apologizing for Vogue's shortcomings towards Black creatives within the company. She commented how the publication had not been able to find "enough ways to elevate and give space to Black editors, writers, photographers, designers and other creators" as revealed by Page Six. In response, Black creatives across all platforms decided to take part in the "Vogue Challenge".

Black social media users and creatives all over the world created their own versions of a Vogue cover, where they displayed ornate traditional outfits, elevated style, bold makeup looks, and a new vision for what Vogue could be. Many of the images went viral, setting the stage.

Social media users like Kyrese (@kyreseest on TikTok) demanded better from the industry. As someone known for their fashion and comedy, he discussed to EnVi the importance of Black people having spaces of their own. He was not the only person to feel this sentiment and as the June day passed by, a conversation had started.



Ig: @kyresee
TikTok: @kyreseest

When Black people aren't given a seat at the table, they are able to build an entire house that is innovative and trendsetting.

In building a community and space apart from big brands and fashion publications, creatives show that they are worth just as much—and more—as the big players in the fashion and beauty industry. They've also allowed for fashion and beauty to be accessible to every person.

With the domination of influencers, commentary channels, and young, Black brand owners, there's been a shift in the ways people consume and participate in the fashion and beauty sphere. For too long, the industry has ignored Black people's voices who are looking for representation to see themselves and has yet to measure up. Barring Black people from fashion and makeup, Black creatives found their own ways to get by. It was not long ago, when most beauty brands darkest shades went to beige.

YouTubers like Nyma Tang discussed the issues with finding shades for dark skinned, Black woman. In the series "The Darkest Shade" she brought attention to the exclusion and lack of representation in the beauty industry. In 2017 with the launch of Rihanna's Fenty Beauty, there was for the first time, a major scale-inclusive foundation launch of 40 shades. While Rihanna was already known by the general public due to her celebrity status, it was Black creatives across the internet who boosted the launch and demanded brands to do better with inclusivity. Nyma Tang was part of the many who took part in looking at the brand and letting Black people know that they have a space in makeup.

For there to be progress it's important to build up and organize spaces to be great. With access to phones, thrifted clothes, and makeup, the possibilities are endless. A plethora of users are able to create visual experiences for their followers to see and shift the ideas of what we see as fashion and beauty. Creators like Denzel Dion and Rickey Thompson have created entire brands through their dedication to expressing their style on social media. With YouTubers creating comedic content on best and worst dressed, fashion combinations, and look books, they allow for a new wave of creatives to build better for themselves.

Kieraplease (@KieraPlease), a popular cosplayer, musician, and influencer within the Black community, spoke with EnVi on her experiences with fashion and social media. Using social media, she has been able to explore different styles of fashion from alternative, to preppy, and down to street wear. Not only has she dabbled in fashion, but also has an extensive portfolio of cosplays and makeup looks. When asked what she thought about the proliferation of Black creatives on social media, she said, "I think the future is creating your own spaces, and it doesn't necessarily mean divulging from high fashion spaces, but it could mean making your own high fashion spaces. But I think the future is definitely owning and creating it for the people so there is no gate-keeping."



Ig: @kieraplease
Twitter: @kieraplease

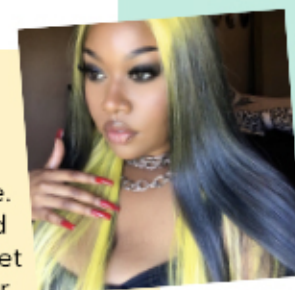
There are avenues of fashion, beauty, and make-up that could be the next biggest moment in fashion. Every day we see a Black social media user create a trend, bend the way in which we view fashion, or bring a new conversation to the table on how we can build and create.



Ig: @mimithenerd
Twitter: @mimithenerd_

Clothing and make-up have always been ways in which people are able to express themselves. People are always dressing up and showcasing their own styles, and it's just one of many ways we continue to see diversity in style. A great thing about dressing up is that anyone can partake in it. A familiar social media user Kia, famously known as the creator of the "Kick It" challenge, discussed her own take on fashion describing it to be a true art form.

She expressed, "It can be anything you want it to be. Fashion makes a statement without using words and that's one of the main reasons why I love it. As a quiet child, it's the main way I tell people who I am". Other users like Aaliya (@markleesmama) explained that because of social media she's "met so many like-minded people on social media so I feel confident and comfortable being myself most of the time. I don't feel like I'm the only person that thinks a certain way or the only person that does a certain thing."



Twitter: @markleesmama

People are now finding community in ways that they would have never been able to before. Social media—in ways not done before—has allowed for people to connect with one another across the world. Many communities on social media consist of people who do not fit beauty standards set by traditional media. Black people have been able to come together and create a new vision for themselves. People are able to see those who look like them, dress like them, and enjoy the same hobbies as them all in one space.



Ig: @Blackbirdkhali



Twitter @taeileechn

Black people have been instrumental in the fashion scene because of their rich culture and innovative style. Though many fashion and beauty brands have excluded many Black folks for not fitting beauty standards today, Black people are creating better and bigger avenues for themselves that do not revolve around being accepted by others.

WHAT WE TALKIN' BOUT

I be grindin', you waste time
Know you wanna roll with me

SHOULD FAN BASES USE THEIR PLATFORMS TO SPEAK ABOUT GLOBAL ISSUES?

By Davonna Gilpin | @DavonnaDarling



2020 has been difficult for everyone—personally, professionally, financially, socially—and it seems like we're watching everything we know and believe in crumble right before our eyes. As we've all had more time on our hands than usual, we've also found the time to research and advocate for what we believe in, and push the boundaries for a more equal and just world.

In a time where K-Pop fans are in the spotlight more now than ever, many think it is necessary to use these moments to shine light on important issues around the world. From BLM to relief for the Beirut explosion and support for protesters in Bangkok, NCT fan bases have used their platforms to educate and spread awareness about important global issues.

Several fanbase admins, who all wish to remain anonymous, spoke out about why they choose to or not use their accounts to speak up about these issues.

"Although my content is mainly NCT and this allowed me to gain followers, I feel like I shouldn't ignore bigger issues in the world" said one admin who runs an NCT focused K-Pop Instagram with over 20k followers. They continued "[A lot of these] problems don't always get talked about in mainstream media, getting more people to know about these issues will ultimately lead to more people trying to solve them, which will help us all."

While all can agree it is important to be educated and aware of worldly matters, they differ on if a fan page is the right place to do so. When asked what they think about the sentiment that fan accounts should "stay in their place" they had opposing opinions on the subject.

"It is not that [fan accounts] need to stay in their place, so to say. It's that people follow specific accounts for specific content. If someone who is already dealing with something really heavy follows an account to see their bias and cheer them up, but instead sees more depressing content, it could really mess with them," a Twitter fanbase admin said.

"There are fans around the world who unfortunately cannot find solace in fan generated content, videos, music, etc. because of the many issues around the world. I think it's important to show solidarity with these fans, I do not agree we should stay in our place," another one countered. "We're all humans before we're fanbase accounts."

Even if NCT hasn't commented or brought up these particular things, it hasn't stopped their fans and fan accounts from being vocal about it. It is a popular belief that K-Pop idols are banned from speaking up on social issues publicly.

But as a popular fan account put it, "Just because they may not be able to use their large platforms does not mean we shouldn't either." A second chimed in, "We fan pages should consider educating and spreading information as one of our duties, we have the reach, we should do something positive with it."

To counter that point, a third fanbase brought up there are times when accounts will "share information without doing the proper research themselves. Which leads to a spread of misinformation that can get very messy, really quickly."

While intentions may be good spirited, it is important to note that the spread of misinformation on social media can be damaging to many causes. "It is imperative to thoroughly research anything you read or come across especially before posting to your account of course. I think fan pages have become very good at vetting information recently, which will allow us to be more reliable in the future," stated a US based admin.

When asked about the future, all the fan bases were excited about the growth of their platforms and their hopes to continue to do good and spread love and joy to their followers.

"I hope to get to a point where we as a fandom can support and help each other no matter what is going on, that is what it's all about," a sentiment they all agree on. "[Running] this account has helped me through a lot and I hope one day I can give it all back."

ART

KING OF HEARTS

I wanna be your king of hearts
Just let me be your king of hearts

INTERVIEW WITH THE COVER ARTIST

@kpop.brizbe

Location:

USA

Pronouns:

She/Her

Bias:

Taeyong and Lucas

First NCT/WayV video or MV watched:

The 7th Sense

NCTzen/WayZenNi since:

I've been casually listening to NCT since their debut but decided to become an NCTzen and Weishennie in January of this year.

Art Style:

I mostly do digital art now, but I also do traditional drawings and paintings.

NCT/WayV Inspiration in Art:

The colors in NCT/WayV videos are always stunning. I always get inspired to try out different color combos and use more bright neon colors in my drawings.

What was it like drawing Yangyang for the cover?

It was actually my first time drawing him! I was nervous at first about how he would turn out but I'm very happy with the end result!

What was your reaction when you were asked to draw the cover?

I was SO excited. I definitely squealed a lot haha. It's truly an amazing opportunity and such an honor!

What inspires your art?

My art is inspired by a lot of things but the main three are color, lyrics, and my mood. If i see colors i like somewhere it makes me want to somehow incorporate it into a drawing. I include a lot of lyrics into my drawings so i try to draw from what the lyrics are saying. If I'm in a happy mood my drawings may be more bright and vibrant or if I'm in a more calm mood i may do something more simple and keep it minimal!

Any advice for up and coming artists?

My advice would be to not be afraid to experiment and try new things! Always challenge yourself. You never know what you may come up with.



INTERVIEW WITH FEATURE ARTIST

@evilhya

Location:

France

Pronouns:

She/Her

Bias:

Lucas, Taeyong, Jaehyun

First NCT/WayV video or MV watched:

I think it was 'Regular', my friend made me watch a lot of MVs before the concert to know who I was going to see.

NCTzen/WayZenNi since:

My friend who is a fan of NCT was going to the NCT 127 concert in Paris and because I do not see her often and was living in Paris at the time I decided to go with her and ended up as a fan too.

Art Style:

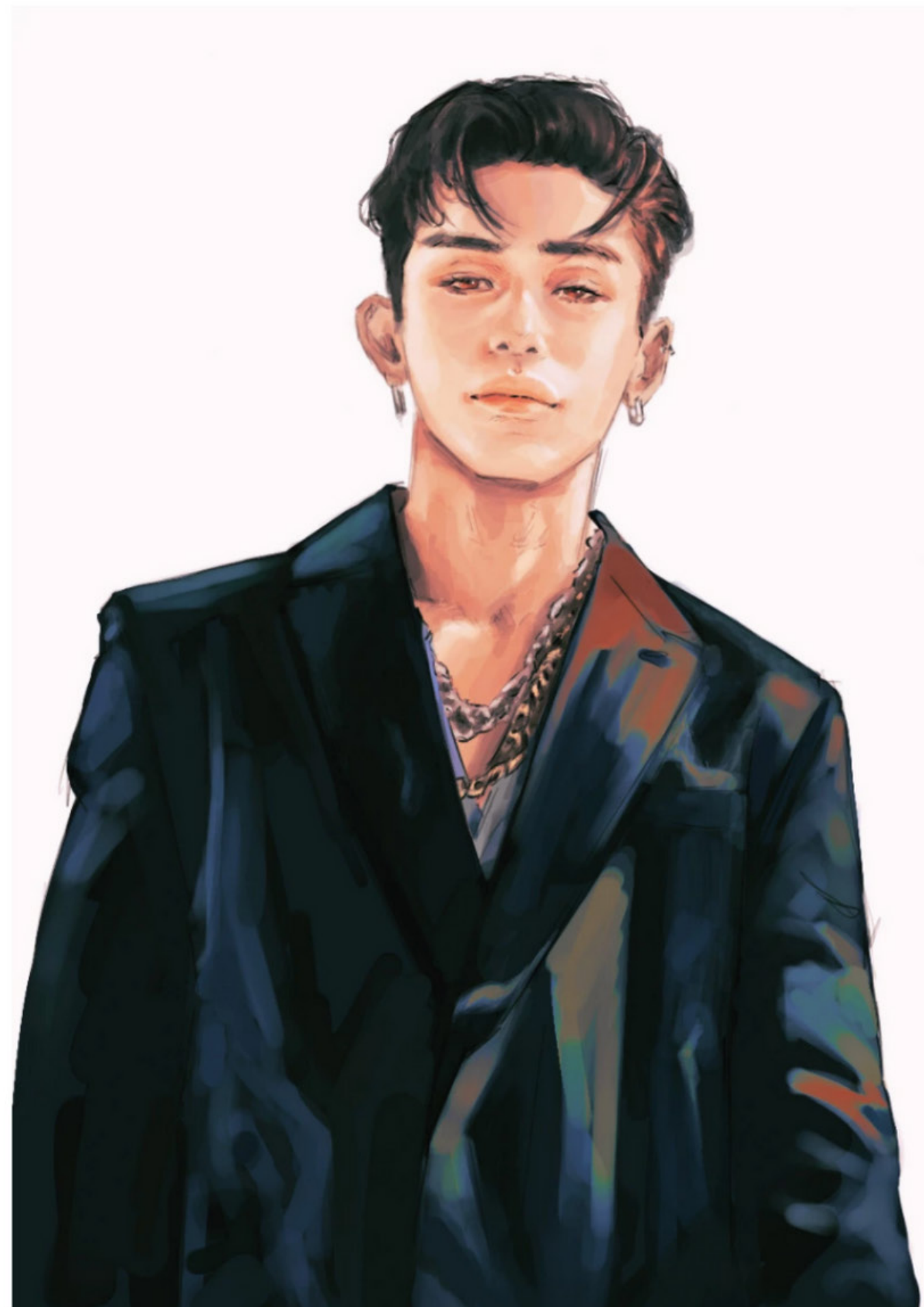
I try to do a bit of everything: digital arts, charcoal, drawings, gouache.

NCT/WayV Inspiration in Art:

I love drawing them (I draw mostly Lucas) and my inspiration for my drawings comes from everything like movies, music, daily life stuff, dreams, or sometimes even just a word and I get ideas. I love drawing them in all these ideas I have and experiment with new styles and techniques so I think they inspire me to be more creative in a way.

Reason for Art Submission

I'm always ok with people sharing my work and very thankful to have my art shared with EnVi magazine so I had no reason to refuse





MOON “TAEIL”



KIM “DOYOUNG”

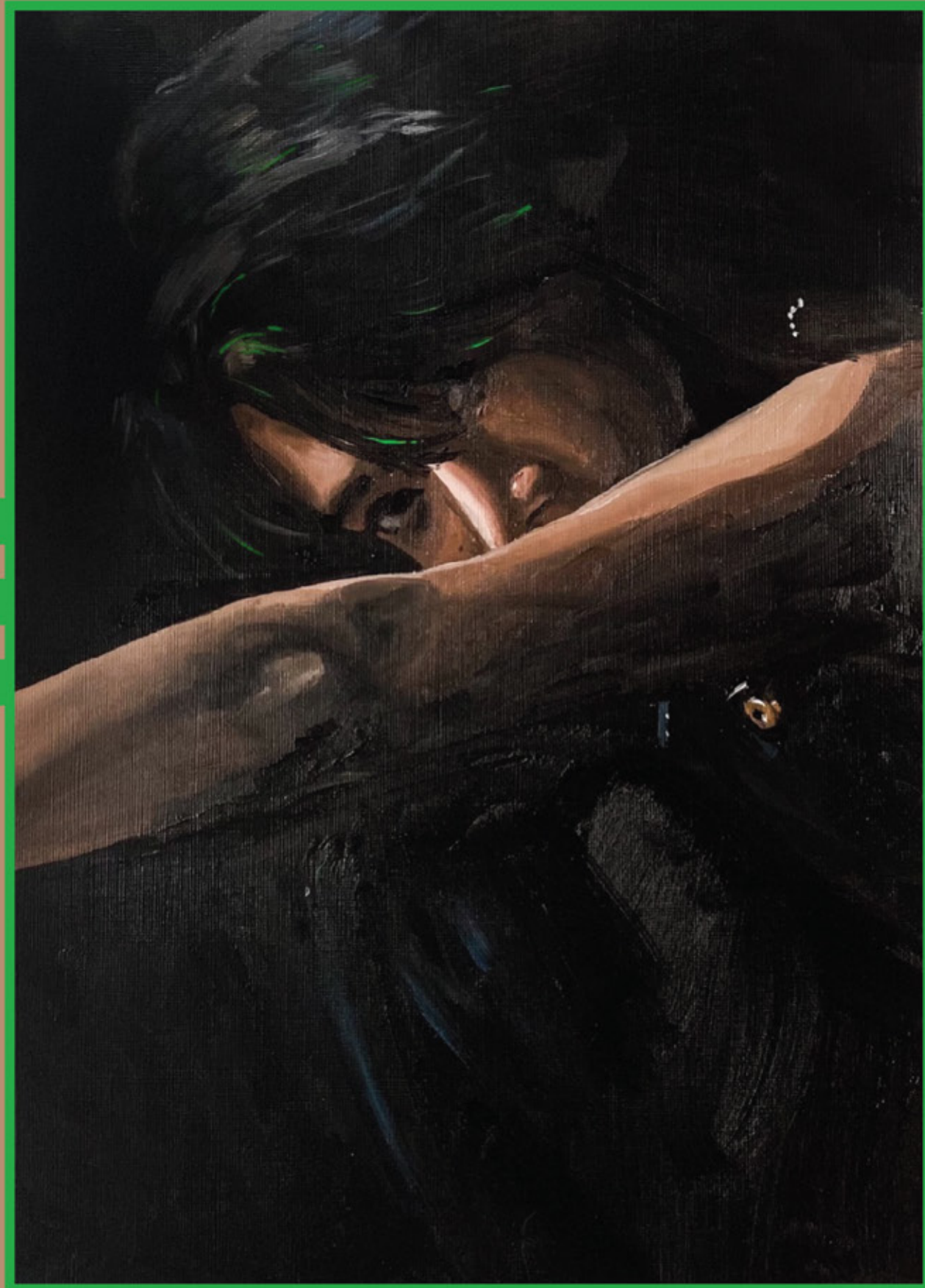


JUNG “JAEHYUN”

@DDAWNCT



KIM “JUNGWOO”

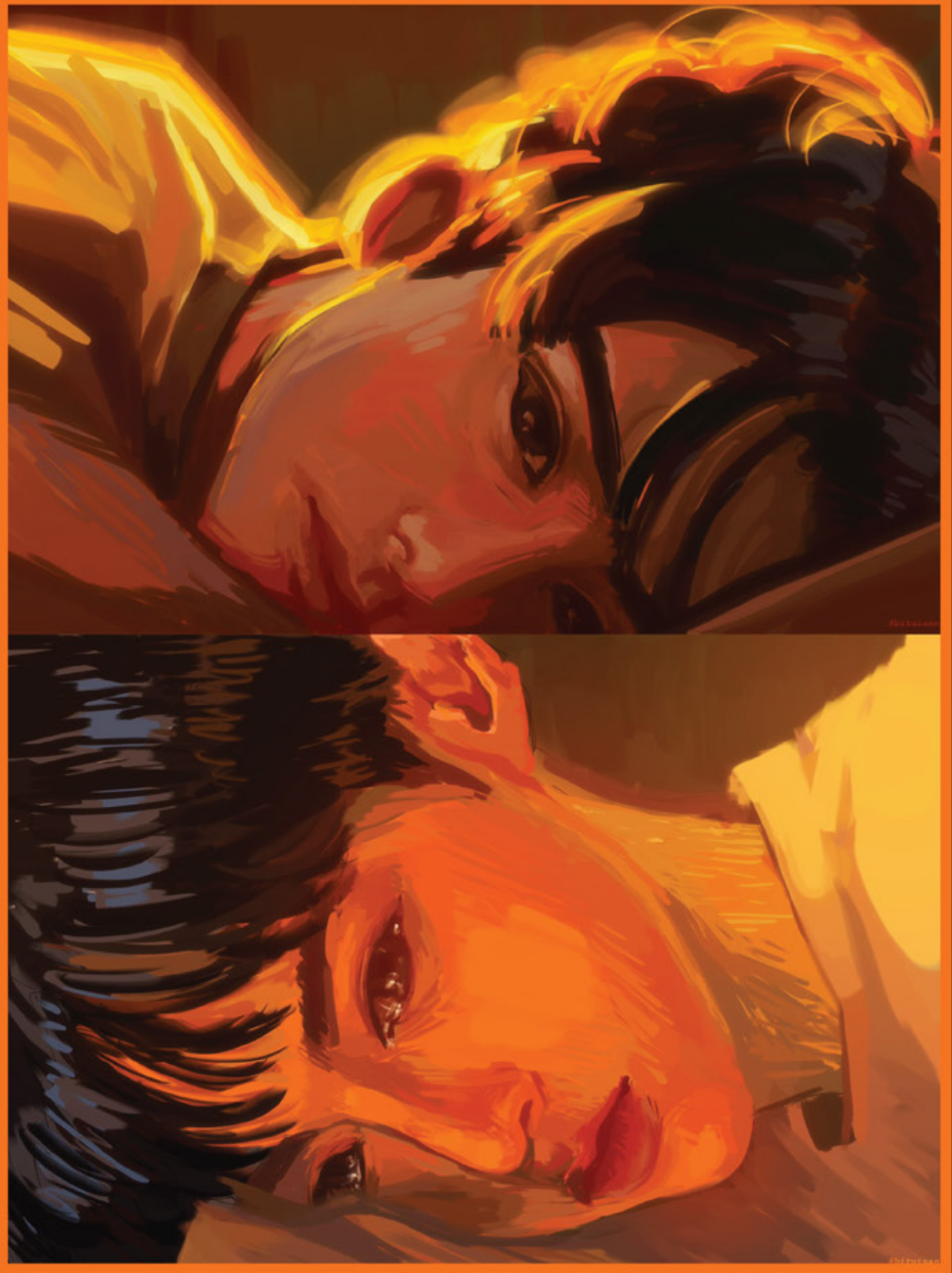


NAKAMOTO “YUTA”

@BITUINAN



DONG **SICHENG**
“WINWIN”

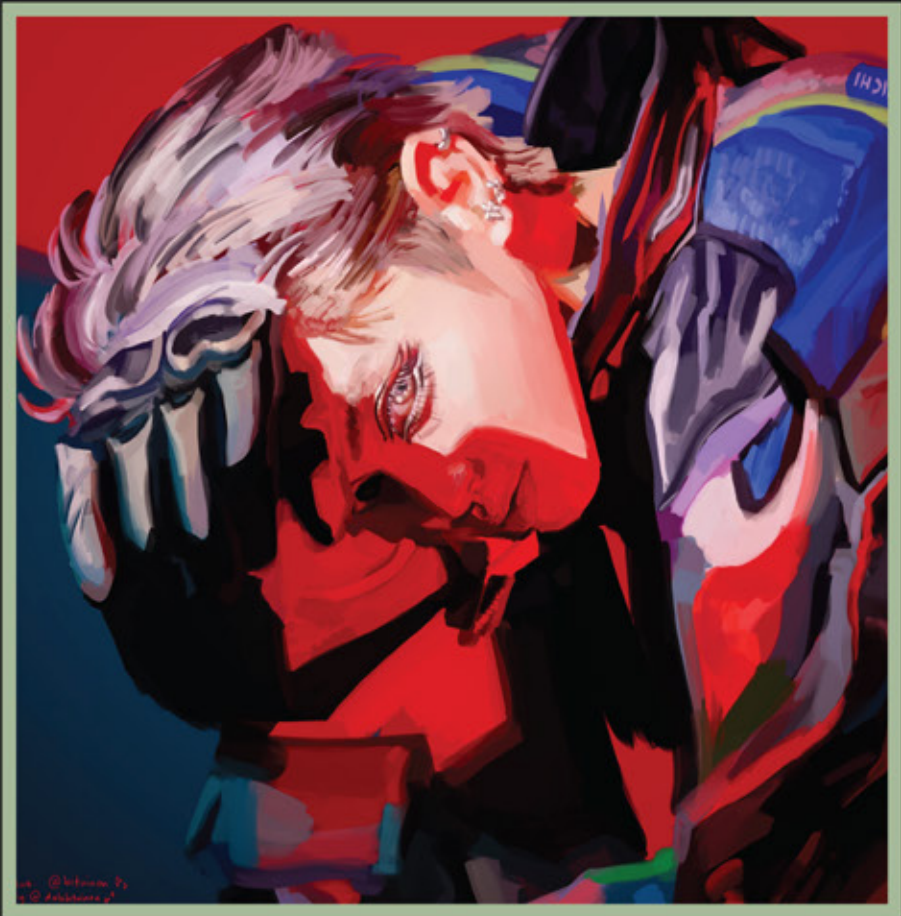


KIM “**DOYOUNG**” X JUNG “**JAEHYUN**”



MOON “TAEIL”

@BITUINAN

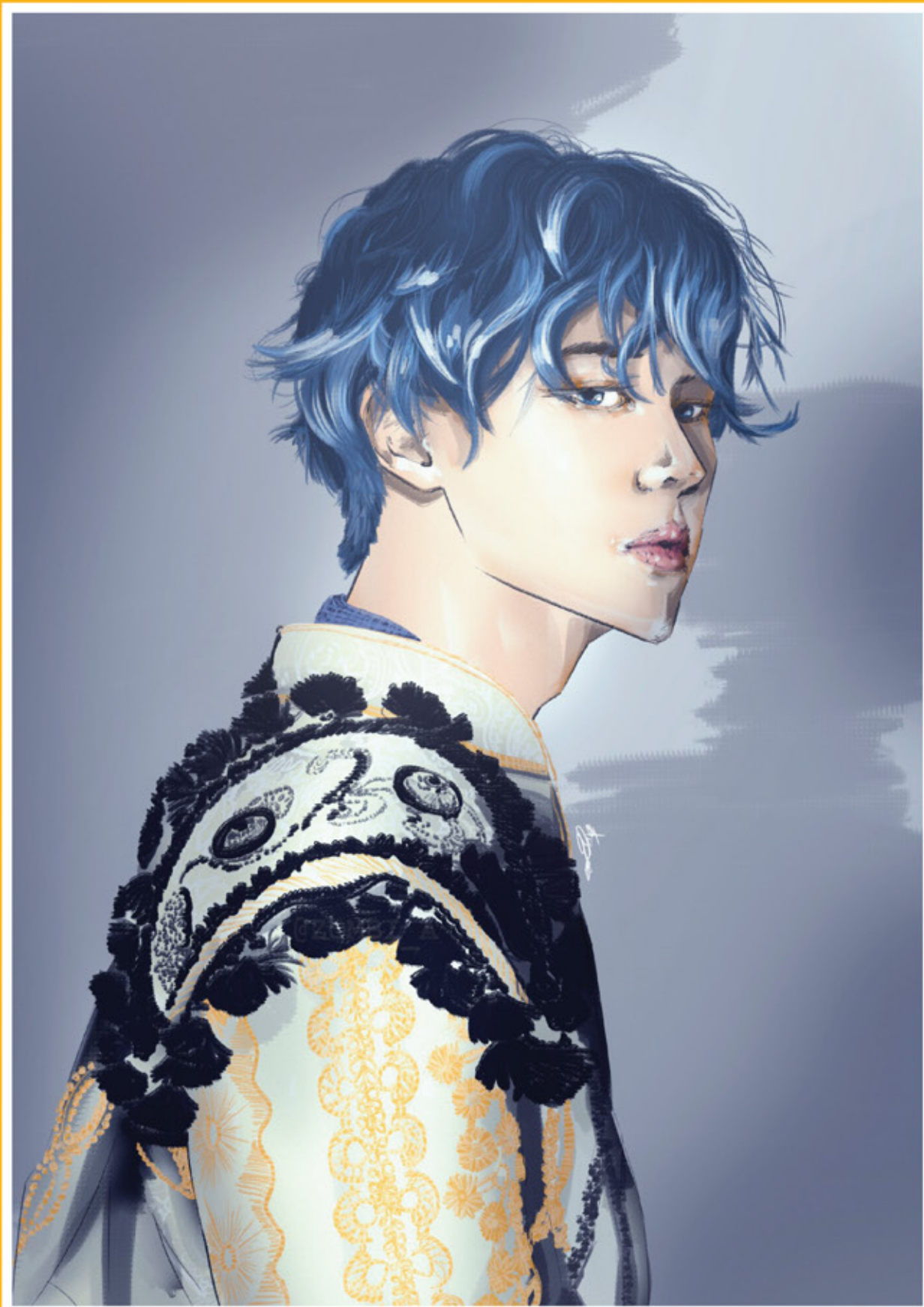


LEE “TAEYONG”



WON KUNHANG
“HENDERY”

@ZOMBI_A



QIAN “**KUN**”

@SUHTALLY



LEE DONGHYUCK
“**HAECHAN**”

@DDAWNCT



JUNG “**JAEHYUN**”

@LAY_ARTD



JUNG "JAEHYUN"



NAKAMOTO "YUTA"

@MAMONGMAY



SUH **"JOHNNY"** X LEE **"TAEYONG"**

@MUHANJOHNKA



CHITTAPHON **LEECHAIYAPORNKUL**
"TEN"

@SUHTALLY



LEE **"TAEYONG"**

@MUHANJOHNKA



SUH **"JOHNNY"**

@ZOMBI_A



CHITTAPHON **LEECHAIYAPORNKUL**
"TEN"

@DOIEKTH



JUNG “SUNGCHAN”

@ZOMBI_A



DONG SICHENG
“WINWIN”

@EVILHYA



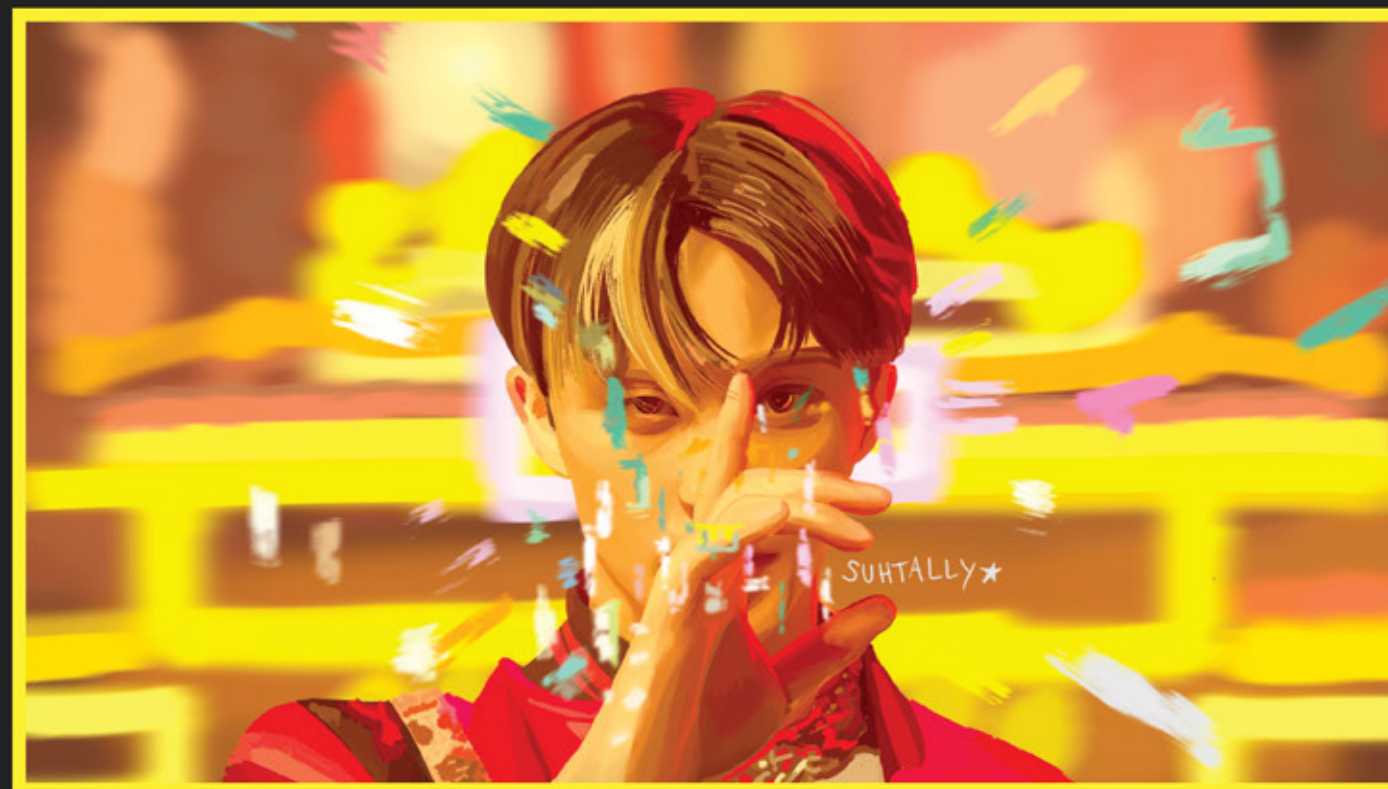
WONG YUKHEI
"LUCAS"

@BITUINAN



DONG SICHENG
"WINWIN"

@SUHTALLY



LEE "MARK"
85

@JJAEPeachies



JUNG "JAEHYUN"

@W_INNER140715



LEE "TAEYONG"



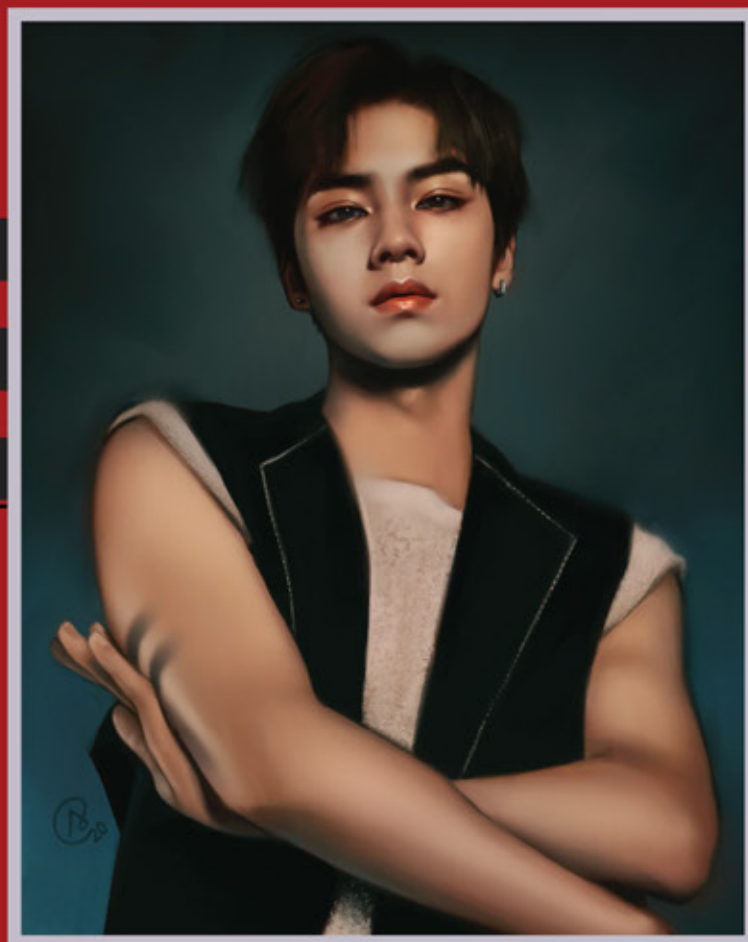
NCT 127
MARK HAECHAN JUNGWOO



NCT 2020



ZHONG "CHENLE"



XIAO DEJUN
"XIAOJUN"



LEE "JENO"

@HOSAEOK

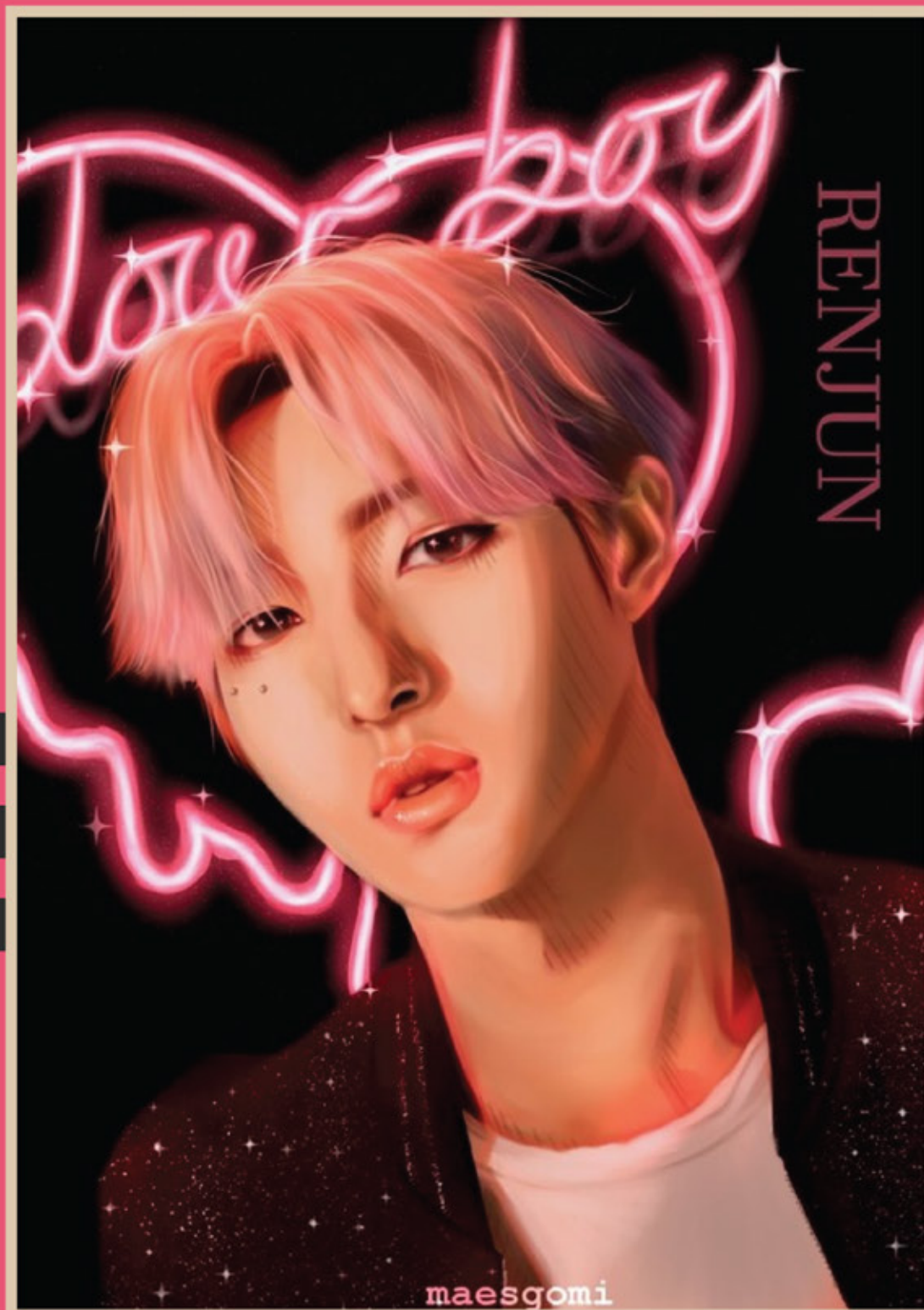


NA "JAEMIN"



PARK "JISUNG"

@MAESGOMI



HUANG **"RENJUN"**

@THARYNLY



LIU **"YANGYANG"**



LEE “MARK”



ZHONG “CHENLE”

FEATURES

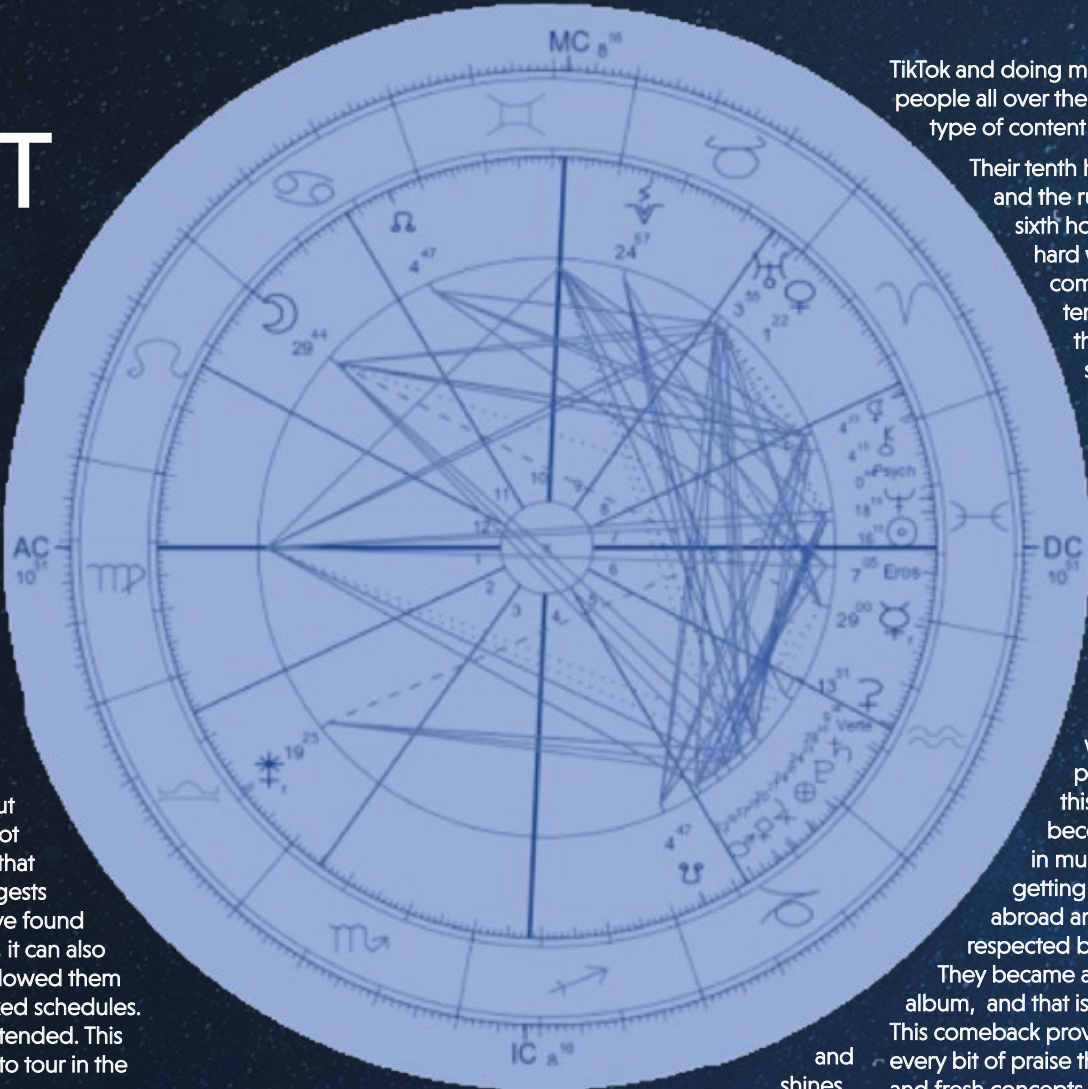
MAKE A WISH

Let's start, we gon' fly
We won't stop, it's alright

05

KICK IT AND ITS IMPACT ON THE NCT BRAND

BY DIANA | @18KST



The rising sign in any kind of astrological chart sets up the rest of the houses and planetary positions. In the event chart for “Kick It,” the chart possesses a Virgo Ascendant. “Kick It” was well planned in every aspect, with every choice both musically and stylistically chosen for a deliberate purpose. It’s a very clever song; catchy and easy to listen to, subtly grabbing your attention. It’s not meant to be as polarizing as others, such as ‘Firetruck’ or ‘Punch,’ and appeals to a wider audience.

Martial arts enthusiasts can appreciate this track because of the many references to iconic martial arts movies and figures packed into the performance and lyrics. Their second house is in Libra, with the house ruler in the eighth house conjunct to planet Uranus. This reflects their inspiration from an unexpected place, and their decisions being influenced by such inspiration. They stand out positively and are likely to inspire others with their styling and concepts in future videos. This also suggests a pleasant, clean looking style. In other words, it’s easy on the eyes and looks luxurious. The music, video aesthetics, and clothing styles were all balanced well.

Their third house is in Scorpio, and the planetary ruler Mars is in the fifth house. They were careful to reference multiple martial arts movies and figures in the song, so the inspiration for the lyrics was quite clear-cut. The lyrical themes were expressed well in the video and the surroundings tied in with the message NCT 127 wanted to send.

The “Kick It” event chart has the fourth house cusp in Sagittarius, and the planetary ruler is in the fifth house as well. This house could represent their attitudes while preparing for this comeback. Sagittarius is a sign of optimism, fun, and abundance. The members likely had a lot of fun getting into the feeling and energy of the roles they played and took it seriously. They put a lot of heart and soul into this comeback.

Their fifth house is in Capricorn, which contains a stellium consisting of Mars, Jupiter, Pluto, and Saturn. Capricorn and the ruling planet Saturn have very serious, refined, and mature energy. This is an energy that’s very calculated and wary of risks. It can indicate that there was some anxiety around fans or others might respond to this comeback. However, because Saturnian energy is careful and methodical—they went above and beyond to make sure everything went perfectly.

This can also be seen with the abundance of planetary energy in the fifth house. Their hard work paid off, as seen through the Jupiter–Saturn–Pluto conjunction. NCity has talked about feeling a shift since “Kick It” came out, and it feels like everyone is taking NCT more seriously. They also have Aquarius

in this house, and the co-ruling planet Uranus falls in the eighth house. This seems to reflect a level of inspiration their peers have found from watching this comeback. The uniqueness inspires their peers and the love for this comeback is pretty apparent on all sides.

The chart has Aquarius on the cusp of the sixth house. Asteroid Ceres conjuncts the sixth house cusp, suggesting that the members felt nurtured, or that working on this comeback was therapeutic for them. Mercury is in retrograde, but since it’s not in a fall or detrimental sign, it does not impact them too harshly. It also falls in the house that one of its designated zodiac signs rules. This suggests the energy is not too unfamiliar, but they may have found it challenging to work on this. On the other hand, it can also suggest that the energy has slowed down and allowed them to have a little bit of a respite from their jam-packed schedules. It can also indicate this era was cut shorter than intended. This is clear in hindsight since NCT 127 was supposed to tour in the United States and perform songs from their new album, yet their only live performance of “Kick It” was at the Houston Livestock Show & Rodeo. It feels like part of them feel a bittersweet way about it, and they wish they could have had the opportunity to showcase their hard work on this project to the fans.

The seventh house is in Pisces, with planetary ruler Jupiter in the fifth house and the co-ruling planet Neptune in the seventh house. As previously mentioned, they took inspiration from others around them, and this moved their fans as well. This comeback helped the members connect with fans, and brought both Korean and international NCTzens together. Sun conjunct Neptune in Pisces represents this blurring of boundaries, and the NCT members may have been paying closer attention to fans’ feedback than they have previously. They have asteroid Chiron making tight conjunction with asteroid Lilith in the seventh house as well. It almost appears like competitors are watching and feel either jealous or threatened by NCT, and may attempt to draw attention away from them during their comebacks.

This chart’s eighth house cusp is in Aries, and the ruling planet Mars is in the fifth house. NCT does not follow trends, they set them. This is apparent with the independent sign Aries at the cusp of the eighth house. Eighth house matters can refer to behind the scenes action and actors, including business owners and large corporations or industries. Aries is a sign that stands out

and shines on their own; it represents bravery and being courageous enough to take risks. Venus conjuncts the planet Uranus, and this aspect can signify how NCT pulls off new concepts well, and deserve to be praised for it. This aspect also makes a conjunction to the ninth house cusp, which can impact that this comeback was highly adored and received well by their international audience in particular. It also can reflect a sudden increase in popularity and gaining new fans. This event chart has a steady, peaceful Taurus at the beginning of the ninth house, with its ruling planet in the eighth house conjunct Uranus. As previously stated, the comeback was very well received, especially by their international audience. When this comeback occurred, NCT was making plans to do a tour across North America, which ultimately never happened due to the incredibly broad spread of COVID-19. The asteroid Vesta, which deals with dedication and passion, falls in the ninth house. This is a potential indicator of them finding multiple ways to connect with their fans abroad, and they are relentless about it. They have started using

TikTok and doing more events online so people all over the world can enjoy some type of content from them.

Their tenth house is in Gemini and the ruling planet is in the sixth house, representing the hard work they put into this comeback. Gemini in the tenth house is allowing them to have fun and show off their hard work. The energy this comeback has to the public is fun, uplifting, and inviting. It is hard not to take notice of this bubbly energy. North node is in the tenth house as well, signifying that they were destined to get public recognition for this comeback. They are becoming more popular in multiple ways, including getting public recognition abroad and being respected by their seniors at home. They became a million-sellers with this album, and that is certainly no small feat. This comeback proved that NCT deserves every bit of praise they get for their talent and fresh concepts.

Their eleventh house is in Cancer, and the lunar luminary is seated in the same house, representing online recognition and social media activity. The moon in this house represents the inspiration this brought to fans. From the “Kick It” challenge on Tiktok, which was created by Kia (@taieechean on Twitter), to the large, green mum I made and wore for NCT’s performance at the rodeo, there was no shortage of activities and participation from fans on Twitter. There were projects both big and small; from the “stream kick it” selfie challenge, to the eventual creation of EnVi, NCity has been chock full of engaging and exciting social media content. The moon in this house also represents the measure or method of receiving validation. NCT members are always paying attention to what NCTzens do, but they are watching social media even more now, given the circumstances and the amount of content NCity generates.

Hopefully, they feel secure and proud of themselves for their hard work on the “Kick It” comeback.

The event chart has Leo on the twelfth house cusp, with the ruling luminary in the seventh house conjunct Neptune. Twelfth house, Piscean, and Neptunian energy can all make it difficult to understand or realize how something is perceived. It can also make the subject aware of themselves, but frustrated because they do not know how to convey the messages they want to send to others, both verbal and nonverbal. This reflects that the NCT members may know that this comeback did well and that it was received well, but they may not be aware of the impact this comeback had. The number of idols covering “Kick It,” the Neo Zone album selling a million copies, the press they received, and the performances they are doing should prove to them this comeback was successful. However, it is still uncertain if they recognized the shift in the fandom since the comeback happened. It is possible, though, the recent release of NCT 2020 may help them to realize their true popularity.

To summarize, the highly concentrated and determined energy in this chart reflects what likely resulted in the comeback’s success. “Kick It” will only help NCT spring forward and reach impossibly high for their next opportunities. The comeback was also responsible for bringing in new fans. They should continue focusing on themselves, as being concerned only with what they are doing will keep them on this path of unprecedented success. NCTzens should continue to engage and come up with creative ways to share NCT’s talent with others, as long as they have their priorities in order and aren’t neglecting their responsibilities to do so.

NCT MEMBERS: LONG SLOW DISTANCE

By Kyit | @renjunsight

Our feisty Renjun, our baby lion, Mark, and our little Mushu, Xiaojun. We know them as the main vocal of NCT Dream, main rapper of NCT 127, and main vocal of WayV respectively; but what were they like before?



image source: SM Entertainment

Before becoming the eldest member of the 00 line of NCT and one of the eldest members in NCT Dream, Renjun was just like any kid from China. He was born on the 23 of March 2000 in Jilin, Northeast China, a city that borders North Korea. Jilin had a large number of Koreans, including Renjun's parents themselves (they are ethnically Korean; which also explains his phenomenal Korean skills).

RENJUN

Renjun was in his school's cover dance team where he did covers of K-Pop songs like EXO's 'Growl', which is also his audition song for SM Entertainment! He wanted to be an idol all along. Even while everyone in his school was thinking about university, he could never see himself going in that direction. When he found out about the SM auditions, he mustered up the courage to ask his parents for their support in chasing his dreams. Renjun auditioned for SM in January of 2015 in Shenyang and joined the company to train in December after he completed the last school year. From what we know about pre-debut Renjun, it's safe to conclude that he has always been a hard worker and always wanted to bring the best out of himself. There's no doubt that his past has built the foundation for him, to becoming the Renjun we love and adore today.

On the other side of the globe, Mark; born Mark Lee Minhyung on August 2nd, 1999, was an ordinary kid from Vancouver. He was just like any Korean child living in Canada, going to school and attending church every Sunday. Mark moved to New York when he was around 5 to 6 years old, where he spent much of his childhood and graduated from grade 5 in 2010. He moved to Toronto a while after where he attended the global auditions for SM Entertainment. Despite being known for being one of SM's best rappers, Mark was initially accepted as a trainee because of his vocals!

Fast forward a few years, Mark studied in the Seoul School of Performing Arts where he majored in dance, even though he had no professional training in it before. He debuted at the age of 16 in NCT U with 'The 7th Sense' and he's known to be one of SM's aces. Mark's hardworking attitude and perseverance are extremely admirable and it's led to him becoming NCTzens' beloved baby lion whom we all know and love today.

MARK



image source: SM Entertainment

XIAOJUN



image source: SM Entertainment

Just 6 days after Mark, Xiaojun was born as Xiao Dejun in Guangdong, China on August 8, 1999. Xiaojun was in the Shanghai Theatre Academy's Music department and was in multiple musicals held by his school. Xiaojun had always wanted to be in a career that allowed him to sing and in 2018, he participated in a Chinese survival program known as X Fire but was eliminated. Little did he know that the elimination would bring him to greater heights. He was invited to be a trainee at SM the same year. In 2019, he would debut in WayV, NCT's Chinese subunit, and officially join NCT with NCT 2020 and Resonance Pt.1.

The members we've come to love today have been built by their pasts and the hard work they've put in to present every stage, song, and album to us knows no limits. "Anywhere far away in a dream I saw another place/Let's go searching even if we're pushed by the opposing wind", just like the lyrics of NCT 127's Long Slow Distance, all the members not just Renjun, Mark, and Xiaojun were looking to achieve their dreams somewhere. And that somewhere happened to be in NeoCity all along.

WHAT K-POP MEANS TO ME AND HOW IT CHANGED MY LIFE

By BreAnna Collier | @Brelyndrop

I've been a fan of K-pop since I was five years of age so it's been about 13 years in this game as I am currently 18 years old. I stan many groups - a few to name would be NCT, ATEEZ, VAV, Boyfriend, ITZY, Stray Kids, Dreamcatcher, Twice, Nu'est, and more... At first K-Pop music was just a genre of music to me like any other genre of music, I listened to anything and everything because that is how I was raised. But it was back in my middle school years when I thought of K-Pop as more than just another genre of music. By then, K-Pop had started to have much more meaning and it helped me get through a lot of trauma in my life during 2014 and 2017.

K-Pop soon turned into a safe space for me when I couldn't turn to anyone in my family or talk to them. I was always the mature yet youngest sibling and I didn't want to burden my family so K-Pop was there for me, this genre of music is something that helped me when I was in a bad place or completely stressed out. So turning to K-Pop helped me quite a lot as certain songs could help improve my mood or even just watching the members in videos would bring a smile to my face.

K-Pop is an outlet for me, a stress reliever. Be it listening to music or learning the dances, it has helped me grow as a person. K-Pop has changed my life quite a lot since middle school. I was 11 when things got rough in my life and instead of acting out like most would, I turned to K-Pop instead and so, it is kind of a savior to me. The music and artists helped me during my struggles and rough times and it was always there by my side, whenever I needed help in coping.

K-Pop songs as well have such deeper meanings once you read the lyrics and interpret them in your way, it changed my perspective. Each song has a set mood based on the beats and my favorite songs to listen to when I want to feel confident in myself is ATEEZ's 'Hala Hala' and Mamamoo's 'Hip'. When I'm in a cheery mood I like listening to WayV's 'Let me love you' and NCT 127's 'Welcome to my Playground'. Whereas, when I'm in a nostalgic mood I listen to SHINee's 'Replay' and Wonder Girls' 'Nobody'. When I'm in a sad mood, I mostly listen to Doyoung's cover of 'breathin' by Ariana Grande because the way you can hear and feel the emotions in his voice just has me shook to the core.



image source: NCT youtube channel

The reason why I read lyrics and watch the music video whenever available is that it can give a great sense of what the song is about. For example, my friend who is a huge TEENTOP stan, Raven got me more into them and their song 'No more perfume on you', which is a jam. I bop to that song every time I hear it but when I first watched the video I immediately looked up the lyrics because it was talking about cheating, hence the title. NCT U's 'Yestoday' is a song that I don't just enjoy the video for, but because of the tempo and the way Taeyong, Mark, Doyoung, and Lucas' voices match in the song; it's soothing to me and pulls me in each time. When I looked up the lyrics also, there was a lot to relate to, especially Lucas' rap as it's one of my favorites. In Mark's rap, some of the lyrics make me understand him because I relate to "Boy didn't know a lot, I think I'm still the same I'm still searching for my galaxy, still don't know my screen". The way I interpret these lines is that in the past I didn't know much and I still don't, I'm still looking for myself. NCT is relatable to me and they have changed the way I reflect on myself to see if I have made personal growth in time.

In recent days I've been into NCT & WayV so much that I find myself jamming out to them unconsciously in my head sometimes. There's also a lot of various content that they put out themselves and it's amazing. Watching them have fun on vlives for birthdays, or just chilling makes me feel like I'm with them and a part of the fun. I'm a high school senior this year virtually learning and NCT & WayV have been making me laugh more in life because of their energy from performing and on JCC. One of my favorite JCC's that I watched would be when Johnny and Mark had done flying yoga, it was just so funny the way they talked to each other and the jokes they cracked along with them trying something new to do when they have the time. Watching WayV's cooking show with Ten, YangYang and Kun was nice and made me laugh as they had to do a girl group dance to get a hint for the food they were cooking. It's also nice to see them do such things outside of dancing and singing. I also love animals and seeing WayV adopt two cats and a dog to coexist with them is loving and it makes me think about how cute it is to raise animals together. Even recently with NCT 2020, the little clips I see on Instagram from their new show make me happy because all 23 members are together and living their best lives.



K-Pop has changed my life a whole lot in the last 13 years. It has been my best friend, a safe space, and a comfort to me. I changed a lot and have had more confidence in myself and it's been all for the best and I laugh a lot more than I used to as well. I also learn K-Pop dances and it makes me feel better about myself and it's a free workout to keep active during this pandemic in my own home after long days of sitting down. K-Pop is an interest I will keep in my life for a while because it means so much to me and when I look back on a time before K-Pop in my life I don't even know where I was or what I was doing. K-Pop means that much to me and has changed my life so drastically and I don't think it is bad at all because it makes me very happy and ready to look forward in life and not backward.



image source: NCT twitter

THE WELCOMING OF SHOTARO & SUNGCHAN INTO NCT

BY SARAH BATHKE | @RANDOMFANDOMME

ON SEPTEMBER 20, 2020, @NCTsmtown on Twitter posted a ten-second video clip that shook NCity. It was the new logo for NCT 2020. Along with the new logo came layout changes for all NCT associated accounts, and a video edit of NCT's past music videos. The scramble in NCity for information about NCT 2020, however, was off to a head start as several articles, including a company confirmation article, had surfaced several days prior. Along with the general excitement of getting a new group project with all the members, a specific detail that caught the attention of everyone in NCity was the mention of two new members named Sungchan and Shotaro to NCT's lineup. As any fans of a group would, NCTzens began to search high and low for clues about who these new members could be. What they looked like, how

old they were, how long they trained; anything was up to discover. The most highly asked question seemed to be, "What do they even look like?" Within a few hours of the announcement, pictures that had been scooped up from all corners of the internet were circulating on Twitter with people speculating which - if any - pictures were truly the new members. There were several pictures of Sungchan at an NCT concert last year, but there was nearly no other trace of him to be found. The speculation ran rampant enough that at one point a photo of a boy in a school uniform was believed to surely be him, only to have that rumor quickly abandoned when the YearParty video dropped and NCity saw Shotaro and Sungchan for the first time. Soon after the video was released, some of the members took to the messaging app Bubble to

ask fans their thoughts. Among their messages, Yangyang mentioned how he was excited for Sungchan to debut since he'd been waiting since they were trainees together for him to debut. This revelation, thanks to Yangyang, led to people recalling a VLive when Jaemin was in a practice room and what many assumed to be a trainee at the time didn't shut the door during the broadcast. Though NCTzens still do not have confirmation if it truly was Sungchan, many joked about how we'd had him under our noses all along and how



Jaemin and he were already friends. Though NCTzens were struggling to find traces of Sungchan and piecing together the bits of information they had received, finding Shotaro was relatively easier. Soon after he was announced, clips from his TikTok account surfaced, of him dancing. As more were found and revealed, it came out that not only was he a great dancer on TikTok just for fun, but he also attended the renowned dance school EXILE Professional Gym - otherwise known as EXPG - in Japan. Videos of him dancing with choreographers and classmates alike surfaced and NCTzens were able to see glimpses of his skills as a dancer. One particular video that's become quite popular among NCTzens finds him dancing to Megan Thee Stallion's "Ride or Die" in a yellow headband with bear ears, showcasing his adorable personality paired with his aggressive and impressive dancing. Perhaps the most exciting videos of Shotaro that were found happened to be his short cover of NCT 127's "Kick It," his dance to a mashup of "Cherry Bomb" and "Kick It," and him doing the Candy Challenge with his friends for Baekhyun's solo song "Candy." Because of these covers, many mentioned how it felt like he was destined to be a member of NCT and that it was a major accomplishment to go from being a fan doing covers on TikTok to debuting in the very same group. Of course, with any addition of new members, we were anxious to see what skills Shotaro and Sungchan would bring to NCT and what they would sound like or look like dancing with NCT. Just within the past week with the

official release of the Resonance Part 1 album have we been able to see Sungchan and Shotaro display their abilities, much to the applause of NCTzens. Sungchan came first with his appearance in the Track Video for "Misfit," a seemingly 90's-inspired track featuring almost all of NCT's rap-line. In the video, Sungchan comes in following the chanting chorus of "Misfit," rapping with a bright tone and strong camera presence, even adding a growl in the middle of his verse. This growl, along with his overall flow and tone, immediately captured NCTzens hearts. Tweets of praise and awe flooded online, mentioning how amazingly skilled he was not only on his own but to be able to hold his presence on tracks with some of NCT's strongest rappers. The praise continued as he made an appearance on the YouTube series Sun & Moon hosted by Haechan and Taeil, showing off his strength in a light-hearted push-up contest against Haechan. He quickly cemented himself into the hearts of NCTzens as a strong rapper and dear friend to the members alike.

Shotaro was just as quickly endeared to NCTzens as he showed off his adorable eye-smile on the WISH 2020 Live Event, quickly making his rounds on everyone's bias-wrecker lists. He also appeared next to Sungchan on the same episode of Sun & Moon, showing off his impressive dance skills to a background of Taeil beat-boxing. His sweet and innocent smile and demeanor had NCTzens falling for him every day. This all came to a head on the "Make a Wish" Countdown Live when NCTzens got to see him interacting with the other members and playing games with them. When the music video was released, everyone was immediately blown away by his dancing skills once again, especially as he received a fair amount of time as the center in the choreography. This amazement and praise continued as the "Make a Wish" unit had their first music show performance on M Countdown and he was truly able to showcase his dance and rap skills on stage unfiltered. NCTzens support and love for him are apparent as at the time of writing this, his M Countdown fancam is currently the most viewed out of the members of "Make a Wish" with 2.7 million views (and counting). As NCTzens have gotten to know Sungchan and Shotaro over the past few weeks, it's become evident that they are debuting into an amazing group where they have been welcomed by the members and fans alike. Although we still have much more to learn about Sungchan and Shotaro, NCTzens have already shown them overwhelming love and support, and it is truly heartwarming to see them enjoy their debut era with the members and support of fans.

NEO CULTURE TECHNOLOGY IS A CULTURAL RESET

THE NCT PROJECT AND ITS EFFECT ON THE GLOBALIZATION OF KOREAN POP MUSIC

By Dream Chaser | @_dreamchas3r

Seo Taiji and Boys. A powerhouse name and one of the earliest Korean Pop boy groups by modern standards. Their use of hip-hop influenced sound and choreography—that they’ve accredited to Black Americans—was unheard of in South Korea in the ‘90s. Their rebellious social commentary woven into their artistry made them loved among Korean youth. Being the predecessors of westernizing the Korean music industry was a “cultural reset”, a term coined by Rose McGowan, to describe a shift or innovation in pop culture. Seo Taiji and Boys would later disband, but their impact on the Korean Music scene would shape the industry into what it is today. Many tried to recreate the success of STB, but for many to no avail.

That was until Lee Soo-man, founder of then SM Studio, debuted one of the many staple groups to go down in K-Pop history, H.O.T. Their music was able to replicate their successor with a brighter and more pop-esque sound that was praised by the Korean general public. But along with a prominent group that would leave a legacy of SM artists to follow their footsteps, Soo-man would be able to formulaically create K-Pop trainees with emphasis on scouting, auditions, and training to be better well-rounded in areas such as dancing, singing, and rapping.

SM Entertainment found the most effective idol trainee system that many, if not all, Korean music labels use today. The company tackled and experimented with unique marketing strategies over its years of prosperity—one being the use of rotational genre and region-based subunits with the addition of new members from the original line up. Notably, these were used by top boy groups such as Super Junior and EXO, but the rotational unit projects were later abandoned. Mind you, these groups have been some of the biggest influencers of what would be named the Korean Cultural Wave, the Hallyu Wave.

Soo-man, the determined man he is, never gave up trying to make these projects work. One group would have to be able to execute concepts that even their seniors could not. The next horsemen of the Hallyu Wave needed to be bigger in every aspect: members, genre, regions, and of course, talent.

SOO-MAN PITCHED HIS ANSWER IN 2016 THROUGH THE “CULTURE TECHNOLOGY” PROJECT.



image source: SM Entertainment

SM emphasizes the project’s goal of the globalization of Korean culture through music, a blueprint for the next generation of the Hallyu Wave. The core piece of this expenditure being the Neo Culture Technology idol group. The concept revolves around the word “limitless”. Limitless members, subunits, concepts, genres, regions, and languages. Many often misconstrue NCT’s limitless system to be something that holds them back, but their ability to cater to a much larger audience shows the opposite. The boys have found international success grossing millions of dollars in tours, becoming million-album-sellers (that only five boy groups to date have accomplished), and collecting awards everywhere they step foot. NCT is a never before seen hybrid model between strategic globalized marketing and a unique almost impossible system. Neo Culture Technology is a cultural reset. Seo Taiji and Boys brought the West to Korea, BTS brought Korea to the West, and now NCT is bringing Korea to the world. NCT is not going to be the next anything, but groups from here on out will try to be the next NCT.

But why does this matter, it’s just K-Pop is it not? No. Cultural diffusion through music is a pattern seen throughout history, one that has aided in diplomacy. What better peace offering and tool of solidarity than a shared taste in music? This was most strikingly demonstrated in 2018 when Red Velvet performed in North Korea as an act of soft-left power diplomacy in the Korean peninsula. More recently, the NCT subunit WayV is slowly, but surely eroding the Hallyu Ban that has stopped many Korean acts from performing in China due to a strained relationship with Korea. I predict it won’t be long until we see NCT handing off their signed albums to world leaders.

INSIDE THE INCEPTION: K-POP COMEBACKS AND WHAT MAKES THEM SO UNIQUE

By Mafe Ramos and Mafe Morales | @singularityjem, @brekkerxuxi

From K-dramas to K-beauty, movies, food, and music, the Korean wave, or Hallyu, has created a big impact on global culture throughout the last decade.

K-Pop, which stands for Korean Pop music, has quickly become a global phenomenon that's brought a new vision for the music industry. The compelling melodies, impressive choreographies, and high production standards have captivated all types of audiences.

In the late '90s, three entertainment agencies—SM, YG, and JYP—started applying a training program to prepare young people in different aspects, such as dancing, singing, and rapping to form idol groups. These groups have particularly crafted concepts or storylines, bringing new alternatives in the industry, and oftentimes admiration for their strategies and efforts to build a comeback.



What does it take for an artist to create these massive comebacks, and what is it about a comeback that attracts audiences?

One of the aspects that makes K-Pop so special is the big production and minutiae detail entertainment companies put behind every debut or comeback. According to CedarBough T. Saeji, a professor in East Asian Languages and Culture from the University of Indiana, it takes an entire team to conjure the already established formula of a new release for these groups, which also makes it way faster to reach the public.

"There is not just one person working by themselves," she said. "It's several people brainstorming and coming up with the best possible final product."

Putting the dots together and trying to figure out concepts is part of the experience for fans during a comeback. Narratives have become more appealing and fans feel the need to figure out the mysteries and little clues left for them to find.

Saeji said this interest in concepts has given away another area for these groups to explore and show the audience new ways to look at a concept and improve the established comeback formula.

"That's part of the reason why you see groups now extending into this art-film territory. Both because they want to say, 'we are artistic' and, 'we are something more,'" she said. "'We don't just stand up here and sing and dance, you know. We also have something to say about it.' So then they come out with art-films or a lot of this stuff."



K-pop is different from other styles of music production.

The notorious success of the Korean music industry is impossible to avoid, so it doesn't come as a surprise that K-Pop is inspired by different rhythms from all over the world. It has a very unique and special way of approaching the process of creating music. One of the biggest representations of Korean music comes from the meanings behind the music videos, concept teasers, the songs themselves, and the connection made between their new and previous releases.

Saeji said these are elements of Korean music that set it apart from some Western pop. She explains how there's a lot less intertextuality there compared to K-Pop. It will reach out and insert intertextual elements that are from different cultures not just from Korean culture.

"How deep the intertextuality can be in a given song, and especially in a music video because you have visual intertextuality. You have the oral intertextuality of what you're hearing in the lyrics and the music, and then having group production," she said. "I think is one of the reasons why that happens is because you have a whole group of people who are saying, 'oh we could connect to previous releases or we can connect to this theme in this way or in that way.'"

What the fans want to hear

For a K-Pop artist or group to succeed, there must be something to connect with the audience. The charisma and genuine content is key to create a connection with the fans, so the fan's interest and involvement make the difference. Fans want to support their idols and get invested in the comebacks.

EnVi asked some fans to give their opinions about what they thought made a comeback so special, what they liked, and what they expected the most. Surprisingly, a majority of fans chose a similar topic: the preparations, the effort, the details; that's what they consider the vital part of a comeback. The fans expressed how important it is for them to interact with the details of the comeback, the built-up expectations that create an atmosphere that calls for excitement, and a bigger sense of support. Fans know there are multiple elements to make a K-Pop comeback so unique.

"IT'S EXCITING TO SEE THESE IDOLS TAKE ON NEW CHALLENGES AND CONCEPTS THAT WE PROBABLY NEVER EXPECTED OR THOUGHT OF BECAUSE K-POP HAS THIS VERSATILITY TO IT THAT IS ALMOST UNRIVALED."

@midnight_voice

"IT'S ATTRACTIVE TO PEOPLE BECAUSE IT'S DIFFERENT THAN WHAT PEOPLE USUALLY SEE OR HEAR."

@jaebootyse

"I FEEL AS THOUGH A GOOD, MEANINGFUL, AND SPECIAL COMEBACK CAN BE DETERMINED BY ONE, THE HARD WORK PUT INTO IT, AND TWO, HOW MUCH THE IDOLS THEMSELVES ENJOYED THE COMEBACK OVERALL."

@alex_exe1

"K-POP COMEBACKS HAVE THIS WHOLE CULTURE SURROUNDING THEM THAT WE DON'T SEE OFTEN: THE WAY WE WAIT FOR TEASERS, THE WAY WE RECEIVE DIFFERENT CONCEPTS WITH INTEREST AND CURIOSITY, AND HOW SOME OF THEM ARE A DEVELOPMENT OF PREVIOUS STORYLINES. EVEN THOUGH IT IS ALL ABOUT THE MUSIC AT THE END OF THE DAY, THESE DETAILS JUST GIVE EVERYTHING AN EXTRA CHARM."

@papilloca

"K-POP HAS SUCH A CREATIVE AND DARING WAY OF USING VISUAL ARTS TO CONVEY IDEAS AND FEELINGS. SO WHAT I USUALLY EXPECT FROM A COMEBACK IS EXACTLY" THAT: TO SEE SOMETHING I'VE NEVER SEEN BEFORE, TO SEE ART USED IN A WAY THAT SURPRISES ME."

@gato_chenchual

JOHNNY SUH: THE BRAND

By Chyenne Tatum | @chyandblack

It's no secret that NCT possesses a multitude of talents outside of singing and dancing.

From songwriting to playing instruments and even acting, each member has something to offer that contributes to the group as a whole, and has been able to showcase those talents through various forms of content. However, in Johnny's case, the 25-year-old's career moves feel a bit more calculated and strategic in terms of professional longevity and it's time we talk about it.

Johnny Suh was a name that by 2016, most fans were already familiar with. Regardless of the fact that he had yet to make his official debut after training with members of EXO and NCT for a total of nine years. Through the SM Rookie video content on SM Entertainment's YouTube channel, fans were able to learn more about the SM trainees early on in their careers, and Johnny stood out as one of the few English-speaking members who would soon debut under the NCT brand.

In late 2016, just a few short months before his debut with NCT 127, Johnny became one of the co-hosts of SM's variety show, "My SM Television," with Super Junior's Leeteuk. The show was meant to highlight a number of SM artists and interact with them through games, quizzes, and various other fan oriented activities.

One episode in particular that attracted many viewers, was the EXO-CBX episode during their promotions for "Hey Mama." It was there when Johnny officially became a household name with K-Pop fans and went viral, thanks to his bright personality, infectious charisma, and cheeky western mentality. If you've been around for a while and know the old fandom jokes, I'll spare you the explanations for this one, but Johnny became a staple in NCTzen humor from that day forward. Since then, he's been the MC for several NCT events, and has even guest hosted for The Boyz's most recent episode of Weekly Idol with Haechan.

While it's normal to see rookies and trainees make their MC debuts early on, SM clearly wasted no time in getting Johnny his own show with Jaehyun shortly after NCT 127 returned with Limitless. Known as "JohnD" and "JaeD," the pair hosted their viewable radio show, NCT Night Night, where they would invite dozens of other K-groups for interviews and other interactive activities. In addition, fans were also able to participate by sending in messages, questions, and stories for Johnny and Jaehyun to read live on air, which added to the personal atmosphere of the show.

NCT Night Night was an exciting platform for the two MC's to show different sides of themselves and they were both very good at coming off as relatable and keeping their listeners entertained.

Johnny, in particular, always seemed the most comfortable behind the mic. He tends to be the most talkative in the group and is known for being the lighthearted mood maker. There's a calming aura around him when he speaks and even when the mood became a bit more serious, he was always thoughtful with his words and exuded motivational energy. After spending nearly two years as radio DJs, both Johnny and Jaehyun accumulated valuable skills, connections, and friendships that has helped catapult them to a new world of opportunities in the industry.

Fans were impressed to learn that Johnny was not only an exceptional radio DJ, but he also knew a thing or two about being a DJ mixer—something not every K-Pop idol can boast about. While there's no specific information on when Johnny took interest in learning how to mix music, it is known that he was already pretty well-versed in the artform during his trainee days.



image source: NCT night night instagram

It wasn't until October of 2016 when Johnny made a guest appearance at the Spectrum Dance Music Festival with labelmate seniors Key of SHINee and Amber Liu, formerly of f(x). Videos can be found of Johnny's DJ set during the festival, as he hypes up the crowd with vibrant EDM beats and continues to keep the energy flowing through the night. That same month, SM released a heavy metal track titled "Nightmare," as part of their year-long SM Station projects. The song and music video features hard rock and folk singer Yoon Do-hyun, rappers Reddy and G2, heavy metal band Inlayer, and finally, Johnny as their up and coming DJ.

Since then, Johnny hadn't been seen on the decks for a while due to his activities with NCT. However, he recently picked it back up on the group's YouTube channel with the show, "Sunny Side Up", where he created and mixed a 40-minute set of EDM and House music, accompanied by his best friend and 127 member, Mark Lee.

For most NCTzens, it was the first time that they were able to fully see DJ Johnny in his element and also a bit of what he probably would've been like as a normal college student from Chicago.

Since this is a hobby that Johnny seems to gravitate towards and enjoy, it's clear to see why SM started encouraging these skills prior to officially beginning his career as a singer. It's a craft that only a handful of idols have taken seriously and heavily incorporated into their professional personas—like EXO's Chanyeol, SNSD's Hyoyeon, and Hyungwon (H.ONE) from Monsta X. It'll be interesting to see how far he takes it in his career.



Aside from his musical ventures, like playing the piano and recently getting into producing music,

Johnny's most well-known and popular content is JCC or Johnny's Communication Center,

a vlog series he started himself back in 2018. The premise of the vlog provides fans with exclusive content on the daily lives of NCT, mainly things they do during their time off when they're not busy working.

What makes JCC so different from other K-Pop vlogs or even from other vlogs on NCT's channel, is that the video topics and activities are 100% curated and chosen by Johnny himself. Depending on what he wants to do on a given day, he either features all of 127 in his video or invites one or two members to try new things with. This allows fans to learn more about Johnny on a personal level, as well as his ideas and the kind of relationship he holds with each member of the group – from directing hilarious short films with Mark, to having touching moments with Doyoung as they have their fortunes told. Johnny admits that sometimes he fears he'll run out of content ideas for the vlog, but so far the series has been going strong for nearly two years now with 24 unique episodes to binge.

By keeping up with this series as often as possible and affectionately naming his viewers as "Johfam," Johnny has successfully cemented himself as a content creator for not only his brand, but for NCT's as well. As an idol, he's very knowledgeable on who his target audience is and what kinds of things they'd be interested in or curious about. He makes sure everyone is involved, including the people who are usually behind the scenes, like stage outfit designers and album manufacturers. Hopefully, there will be opportunities in the future for Johnny to collaborate with other creators and artists in the industry to further expand NCT's reach and demographic.

With an extensive list of skills under his belt—we can't forget to mention playing the piano and his commendable experience in photography—there proves to be many different avenues for Johnny's career in the long-run. The more established a K-Pop group becomes over time, the more flexible the members can be with their professional ventures outside of their company and it'll be a fascinating journey to watch as Johnny navigates his life as an idol with a business mindset. But until then, these next few years for him are sure to be an adventure.



SHE WAS A DECADE CHILD



ALEXANDRA SU

I'm a decade child, born in the year 2000, and every time the world celebrates a 10-year anniversary, I have aged a decade. They make playlists to commemorate this passage of time, "Best of the Decade" and "the 2010s", but when the Times Square ball drops this New Year's Eve and the people below erupt in colors, there'll be a buzz in the back of my head, melding with their voices. It'll yield a sour flavor, telling me that there's only one year left before I reach the last milestone in coming of age. I'll stand alone by the window in my party dress and wonder what is happening on the floor above. The ball will drop 10 more times after that, and I'll be 10 years older, my golden hour ended before I had even realized that it had begun. I'll be 30, watching the joyous occasion from a higher floor and wearing a pretty jumpsuit. The glasses tinkle in the backdrop. "Happy New Year," a colleague tells me belatedly. "I love your eyeshadow. You have really pretty eyes." She decides to join me by the window and breathes praise for the finger food, recommends that I try one. It's quite sweet. The ball drops again. I'm in the same building, on the same floor, and hear the same voices. My colleague's name is Alicia. I had wished her a happy new year first this time, and the glasses tinkled all around us. I almost missed the actual ball drop. The world spins, and suddenly it's a diamond jubilee, and the ring on my finger feels heavy. I had decided to stay in this year. The young people's love, expressed through kisses and a pure celebration of time, drift in the breeze up to my window. Alicia and I had adopted a cat just a few years ago. I stroke his little orange head. The ball drops nine times, and I'm laying in a bed where hundreds of others have laid before. A machine breathes for me. The ball is due to drop again tomorrow, but they have asked that the machine be turned off tonight. I'm thankful that I won't have to enter yet another decade; I'm a decade child.

It's 11:59:48 on December 31, 2019, and I'm standing on one of the lower floors of my family's office building. The adults older than 21 pop consecutive bottles of wine upstairs. The mesh fabric of my mini dress is rough against my skin. I'll probably buy a new one next year. Maybe an evening gown like the older women. A few insubordinate wisps of hair escape from the bun I had given up my scalp for and brush against my neck, raising goosebumps. The stoplights blush boldly in the sea of golden streetlights. I resolve in this moment to stop musing over time and start this next decade off on a high note. My peers on the same floor gather together in a circle and raise glasses of water. "3, 2, 1..."



Artwork by @katz.e

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Dec. 2020

OF SUNS AND MOONS

By Maria Fernanda Morales | @brekkerxuxi

Once upon a time there was a boy named Moon, and his clothes were filled with little moonflowers. He grew up without any family other than his mom, and found it hard to make friends because they always made fun of the moonflowers in his clothes. He tried to ignore the comments because his flowers made him who he was, but it still made him sad.

One day Moon was walking around by the clearing, all alone. His mother had left in the morning and was yet to return. He felt troubled—a lot of things went through his brain, he felt lonely, like a freak. That morning a group of men had been talking about how his mom was doing a terrible job with him and that if he kept dressing with his flowers no one would ever respect him.

Perhaps it was true. Perhaps he was too different, too much of himself. While in his thoughts, he crashed into someone. They both fell to the ground. When he saw the person in front of him his eyes went wide. It was a kid. It looked younger than him but what caught his attention was what he was wearing all over his clothes were sunflowers.

Sunflowers! The kid looked scared. Moon would find out later it was because someone was chasing him. They looked at one another for a long minute and started laughing. He couldn't believe it. The kid in front of him had flowers on his clothes—he had a bright smile and a sweet voice. He told him his name was Sun and that he ran all the way from his town because his stepfather was angry at him. Then he went on and on speaking like he would explode if he didn't. Moon just smiled, happy that this kid trusted him, happy this kid had flowers in his clothes, and happy this kid would treat him like a friend.

After that day in the clearing, he learned a lot about Sun. He was the youngest of eight brothers and loved to prank them. He told him that he really liked the moonflowers Moon wore on his clothes and he believed it was destiny they met that day. Moon didn't feel so lonely anymore, but Sun would have to go back to his town and the kids would pick on Moon again and he'd get sad.

One day at the rise of the morning, Sun found Moon cutting the moonflowers from his clothes and he screamed. For the first time he was angry. That day Sun held Moon's hand while he cried and told him the reason why he wore his sunflowers. "They make me happy," he said, "and they made you happy. They are the thing that brought us together and it won't matter if others make fun of our flowers because they make us special. They make a rainy day bright, they make an empty field look not so empty, they make us who we are."

After that day Moon and Sun wore their flowers proudly and if any of them ever got down they knew the other was going to be there till the end of time.



LEARNING NCT WITH ENVI

By Sarah Bathke | @randomfandomme

Before you become a full-time NCTzen, learning about NCT can seem like a bit of a daunting task, but it's a lot easier than you might think. This article will be a simple explanation of the units and how they work together.

NCT as a whole is more of a brand, less of a standalone group. Simply put, it's a concept. Neo Culture Technology was coined by Lee Soo Man back in 2016 to describe the approach that the company would be taking in the future with its groups, marketing, and other ventures. This, of course, included the creation of the group NCT and the introduction of the concept of 'limitless members' in K-Pop.

nct¹²⁷

威神V
wayv

NCT 127 and WayV are both similar in concept and organization. 127 is based in Seoul and their concept is to spread K-Pop throughout the world starting in Seoul, which is where they are based. This is directly seen in their name, NCT '127' because 127° is the longitude of Seoul. Similarly, WayV is also a geographically based sub-unit. They are meant to target the Chinese market and promote their music in China primarily. Though their placement is not outright apparent in their unit name, their name still has a significant meaning. WayV stands for We Are Your Vision in English, and correlates to how we see the future with them and the group concept as a whole of going into the future.

nct dream

NCT Dream is a little more complicated but still fairly simple. NCT Dream started with a graduation concept as it was going to be a group only for the teenaged members of NCT, but Mark was the only member who went through that graduation process in 2018. In April 2020, SM announced that the graduation system would be abolished and Mark would be rejoining the group, once again completing 7Dream. The current system is that Dream will always be made up of the same seven members that debuted in the group, but they may not all participate in unit comebacks if some of them are busy in another unit. An example of this would be if Haechan and Mark were touring or promoting with NCT 127, the other five members of Dream could still make a comeback and promote.

nct u

NCT U is the subunit that stays truest to NCT's overall concept. It stands for NCT United and does just that – unites the group. Any member combinations can be part of an NCT U song. Members from Dream, 127, WayV, or members without a permanent unit like Sungchan and Shotaro currently can participate in NCT U songs. NCT U line-ups change with each song because it is based on who fits the song's concept the best, or whose voices suit the song best. Examples of NCT U songs with legendary line-ups include 'Boss', 'Baby Don't Stop', and their most recent release 'Make A Wish'. NCT U is also used somewhat often to house members until they can join a fixed unit. Before WayV debuted, Ten, Lucas, and Kun were only a part of NCT U line-ups before being placed in WayV. Similarly, Jungwoo debuted in NCT U as well, until he joined NCT 127 during the 'Regular' era in 2018. Right now, Sungchan and Shotaro have both debuted with NCT U. Sungchan with 'Misfit', a b-side on Resonance Pt1 which also had a track video, and Shotaro with the title track for NCT 2020, 'Make A Wish'. They will most likely be placed in a fixed unit in the future but until then, they are in NCT U.

Hopefully, this helped explain the units a little better and helps you on your way to becoming a full-time NCTzen!

FASHION

BABY ONLY YOU

One of a kind because you know my mind

NCITY CONCERT OUTFITS



@Damnsuh

Pronouns: She/Her

Location: New York City

Bias: Johnny Suh

Places to shop/thrift: Mostly random online stores or thrift stores, but eBay & Etsy have old school tops if you're into vintage.

Inspiration behind the outfit: I wanted to go with something different and stand out. The animal print was perfect for that! :)

Location for outfit: Newark Neo City Tour 2019

Favorite part of the concert: The intro when the boys came out as their names were being called. I had chills!

Favorite stage outfit: Superhuman suits hands down!

Meaningful moments: I made new friends who I still keep in touch with. I also added Jaehyun to my bias list!



@Taylor_louisem

Preferred Pronouns: She/Her

Location: London

Bias: ☆☆ Mark Lee ☆☆

Places to shop/thrift: Since going eco I try to stick to vintage or charity shops but before hand I purchased from ZARA and ASOS.

Inspiration behind the outfit: The first few photoshoots that SuperM had released, Mark's being my fave of course!!

Location for outfit: SuperM We Are The Future Live (London)

Favorite part of the concert: Due to technical difficulties, they restarted 'I Can't Stand The Rain', so we were all lucky enough to witness it TWICE. I may be a little biased, but Mark's solo also won my heart. ♥

Favorite stage outfit? Taeyong's outfit for GTA. I studied theatre design and I thought his mask was perfect for the outfit!!

Meaningful moments: I got so much lovely feedback on my jacket (that I had up-cycled and hand painted) that I decided to start my own business/online shop!



@koalabear127

Preferred Pronouns: She/Her

Location: Austin, USA

Bias: Taeyong

Places to shop/thrift: I love to shop at American Eagle or ASOS usually, but would love to go thrifting!

Inspiration behind the outfit: I wanted to try something new with fishnet while also being comfortable. It was still pretty cold that time of the year so I added the jean jacket for warmth and some style. I couldn't miss out on the opportunity to support TY, so completely centered my outfit around his shirt.

Location for outfit: SuperM in San Jose

Favorite part of the concert: The entire concert was incredible! No matter who was performing or what song came on, feeling the energy from the crowd and really vibing to the songs throughout the night was an unforgettable experience. I'm so proud of them!

Favorite stage outfit: Ten's outfit for his solo performances of New Heroes and Dream in A Dream was beautiful! He really stood out in white, but the string fabric on his shirt followed his movements while he danced, and it looked amazing.

Meaningful moments: I got free merch from a very kind woman that had laminated mini pcs of all of the members and they were very well made. After hearing Baekhyun sing that night I went back and listened to his entire album, and it has nothing but gems!



@jungtaegyo

Preferred Pronouns: She/Her

Location: Galena, USA

Bias: Johnny and Mark in SuperM

Places to shop/thrift: Dollskill mostly, some pieces from Akira in Chicago, Forever 21, and H&M

Inspiration behind the outfit: For this one I really just wanted to be as extra as I could!! I got a lot of compliments from other fans and a couple people after the show told me they saw me from across the stadium so it was definitely worth it

Location for outfit: SuperM in Chicago

Favorite part of the concert: Seeing all the different group lightsticks changing colors during songs

Favorite stage outfit: Taeyong's mask for GTA

Meaningful moments: When I was at the merch booth the staff kept calling me sparkles haha

@18ks

Preferred Pronouns: She/Her

Location: U.S.A

Bias: Taeyong, Jaehyun, Mark and Shotaro

Places to shop/thrift: Target, Levi's and local thrift stores

Inspiration behind the outfit: I'm from Texas and for homecoming events at our high schools, girls will make these big mums and wear them at school and at football games. Since NCT 127 was coming to the rodeo, which is a huge event here, I thought it would be fun to put my own twist on a Texas tradition and make an NCT version of it. I thought the main people that would be attending were other Texans, so I knew they would understand what I was doing. It would catch the attention of non-kpop fans who are from Texas, and non-Texan kpop fans at the same time.

Location for outfit: The Houston Livestock Show & Rodeo

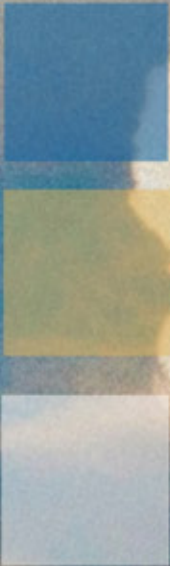
Favorite part of the concert: My friend and I had chute seats, so we were able to go on the floor of the stadium and enjoy the concert. It was a new experience for both of us, so it was really fun being able to have an opportunity to see them and be as close to the stage as we could have gotten. It was also really awesome to see them perform Kick It live!

Favorite stage outfit: My favorite stage outfit was their Kick It outfits. It was such an iconic comeback for them and the jackets were really cool.

Meaningful moments: I had some people from the rodeo photograph me and post it on their social media accounts, plus I got a lot of compliments from other fans who were attending. I also got to meet up with a friend I met at the SuperM concert in San Diego because we both went dressed as lightsticks!



NCITY'S FALL FASHION



@azadeh

Must have-items: Chelsea boots and blazers

Bias: Jaehyun and Taeyong

NCT member that has the best fall fashion: Jaehyun and Johnny

Favorite NCT Fall Fashion Item: Jaehyun's Saint Laurent Wyatt Chelsea Boots

Brands for Fall Fashion Styling: DL 1961 for denim, Tony Bianco for boots, Cuyana for recycled cashmere sweaters

Fall Fashion Inspiration: The streets of New York City :)

Favorite activities to do in the fall: Walk through Central Park to see the fall foliage while sipping hot chocolate

@taylor_louisem

Must have-items: Chunky knee-highs or knitted jumpers! Here in the UK the weather is NEVER good. Knee high boots keep my short legs warm and they're super cute. I wear chunky soles to give me some height and to keep my feet dry from the ridiculously deep puddles. Likewise, knitted jumpers keep me warm, but I can pop them over a simple dress and instantly feel like a layering queen lol.

Bias: MARK LEE

NCT member that has the best fall fashion: I think Johnny. Of course he is the (self-proclaimed) fashion evaluator but genuinely, he seems to fit the aesthetic and can make autumn fashion seem so cozy.

Favorite NCT Fall Fashion Item: Mark's Dior jumper in the Elle issue. OMG I'M IN LOVE WITH IT! I can't say the same for it's price tag...

Brands for Fall Fashion Styling: At the moment I've been super drawn to Prada for inspiration or street-style brands as they tend to use lots of layers and jumpers, which fits perfectly for the colder weather ahead.

Fall Fashion Inspiration: Lydia Rose 110%! She's an amazing UK fashion blogger/influencer (ig @fashioninflux) and her outfits are SO versatile! I use to love Burberry coats, but recently I'm happy getting inspiration from online bloggers. ☺

Favorite activities to do in the fall: Pumpkin picking (since Halloween is my all time favourite holiday) and watching movies with the fam.

@lovesyoungho

Must have-items: Snakeskin boots, leather jacket, and gold jewelry

Bias: Johnny

NCT member that has the best fall fashion: Johnny or Jaehyun!!! They appreciate a nice heeled boot and I love that about them.

Favorite NCT Fall Fashion Item: I love Taeyong's oversized pieces

Brands for Fall Fashion Styling: Nine West, H&M

Fall Fashion Inspiration: I love Jennie from Blackpink's highteen style for fall

Favorite activities to do in the fall: Hiking, shopping with friends, and apple picking.

@jeonjenos

Must have-items: A zip up hoodie because it's oversized and good for colder days, as well as Dr. Martens' boots because they just go with every pair of jeans and look nice.

Bias: Mark

NCT member that has the best fall fashion: Taeyong because of all of the cute beanies he owns , as well as his hype beast influenced sweatshirts and his layering using windbreaker jackets

Favorite NCT Fall Fashion Item: Taeyong's Supreme fleece jacket

Brands for Fall Fashion Styling: Levi's and Urban Outfitters and my MSGM jumper

Fall Fashion Inspiration: 2015 tumblr aesthetic styling. I have not moved on from my plaid shirts with t-shirt combo just yet!

Favorite Fall Designer Collection: Loewe F/W 18 collection

Favorite activities to do in the fall: Going on walks by the canal and buying hot drinks

@HYUCK404

Must have-items: My self-designed Filas! They look hot with any outfit I pair them with and they have a special place in my heart since Taeyong inspired me to start designing my own clothes.

Bias: Haechan and Taeyong

NCT member that has the best fall fashion: definitely Taeyong. He has the best style all around so it just makes sense for him to have the best fall fashion.

Favorite NCT Fall Fashion Item: Haechan's leather jacket or Taeyong's designed shoes

Brands for Fall Fashion Styling: I usually wear comfort clothing for winter so brands like Nike, Champion and small/unknown brands from stores like Ross, Hot Topic, Marshalls, etc.

Fall Fashion Inspiration: Definitely Joy from Red Velvet. With her mix between comfort clothing and alternative clothing, both are my style and she's able to pull them off well.

Favorite Fall Designer Collection: Alexander McQueen

Favorite activities to do in the fall: I love to sleep and spend time with my family if i'm not working.

@jungtaegyo

Must have-items: Opaque tights, oversized sweaters, and Docs!

Bias: Johnny

NCT member that has the best fall fashion: No bias really, but Johnny. He uses pops of color so well and his coats are always eye catching.

Favorite NCT Fall Fashion Item: Johnny's leather jackets and turtlenecks

Brands for Fall Fashion Styling: H&M and Forever 21 sweaters

Fall Fashion Inspiration: Ravi from VIXX!! I love how he layers and mixes prints

Favorite activities to do in the fall: Drink coffee and play video games all day, haha!

@peeachyjaehyunn

Must have-items: My Doc Martens because they're so easy to style, cute, & waterproof.

Bias: Jaehyun

NCT member that has the best fall fashion: Jaehyun because his style is so classic, but practical.

Favorite NCT Fall Fashion Item: The large overcoats

Brands for Fall Fashion Styling: Acne Studios

Fall Fashion Inspiration: @itsyuyan (YouTube, Instagram) because her fashion is simple, but flexible and she rewears pieces that can be worn throughout the yea.

Favorite activities to do in the fall: Putting up fairy lights, lighting candles, baking cookies, and watching Halloween movies.

@jaesleftdimple

Must have-items: A beret because they're cute and surprisingly easy to pair with an outfit. Knee high boots and tights for skirts and dresses, they keep your legs warm and look cute. Big scarves because they're just so warm, I love them!

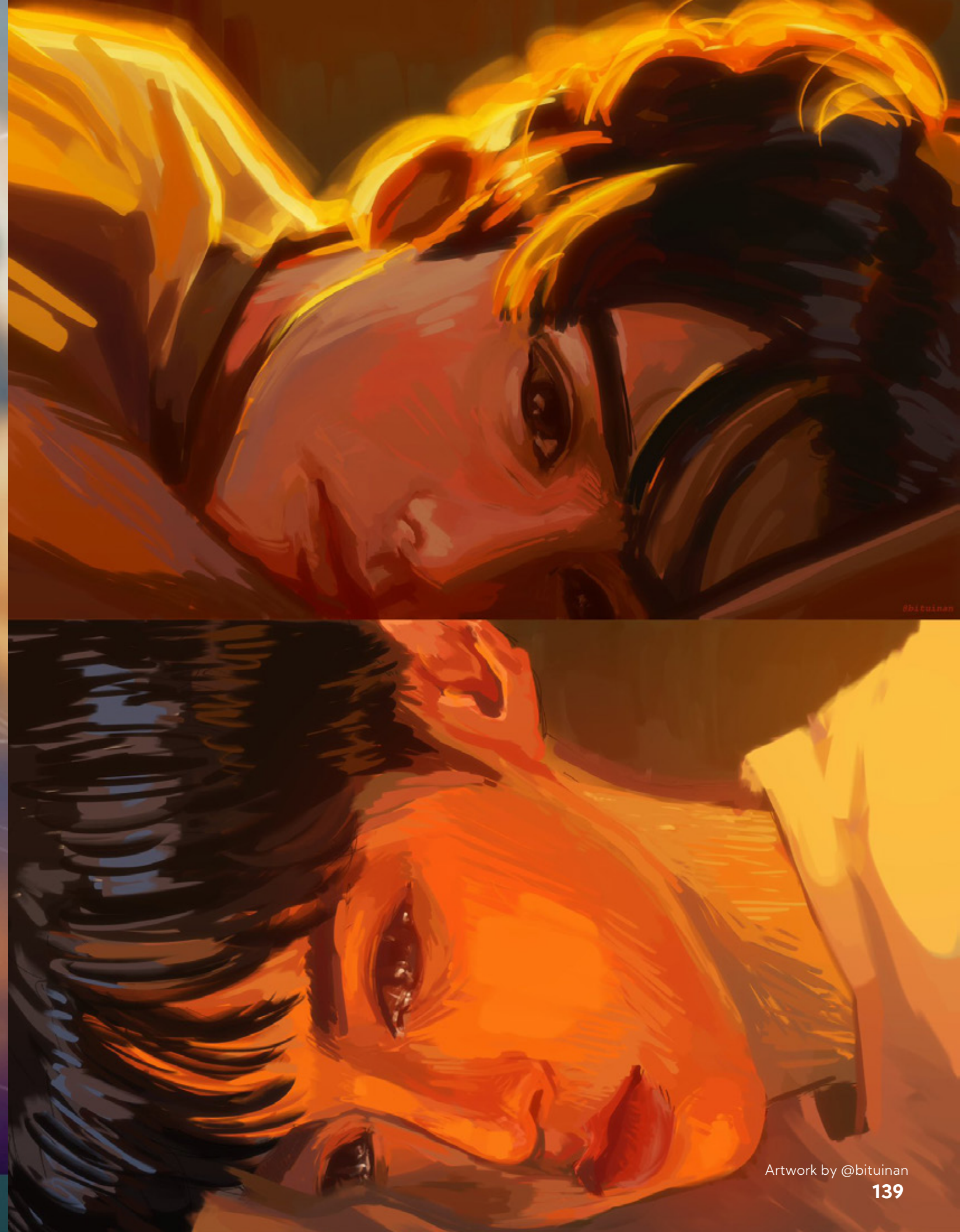
Bias: Jaehyun

NCT member that has the best fall fashion: Johnny hands down. He just be looking so bomb in his turtlenecks and his fluffy jackets and hoodies.

Favorite NCT Fall Fashion Item: Jaehyun's leather jackets

Fall Fashion Inspiration: I love Jennie's fashion. I also love Rihanna's fashion. I also love taking fashion tips from the Devil Wears Prada styling.

Favorite activities to do in the fall: Just walking around the city, watching movies, and painting.

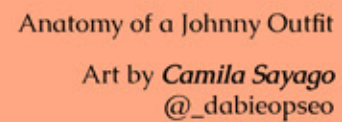


Splurge VS Steal

When the season changes, all our wardrobes change too. Here is a rundown of NCT's fashion pieces spotted in the fall! We have a Steal and a Splurge list so you can decide which pieces are worth investing in for you! From Saint Laurent to Stussy, this list has something for everyone! We hope this inspires your fall wardrobe!

To view the full shopping list, check out this article on our website!





Black jeans. Black jeans are a staple in any wardrobe and that certainly includes Johnny's too. He has many memorable looks in his fitted black jeans. Alternatively, he dresses up in trousers. To take them up a notch, he sported his Loewe trousers cuffed at the end, creating a color block illusion.

Chelsea boots. Chelsea boots are known to bring elegance to any outfit, and Johnny's outfits are no exception! He finishes his looks with the lovely Saint

TAEYONG'S CLOSET BREAKDOWN



Anatomy of a Johnny Outfit
Art by Camila Sayago
@_dabieopseo



Taeyong Lee
Photo Credit
SM Entertainment Co.

Hat. Taeyong loves hats, especially beanies! He's a master at styling them to add an extra pop of color to his outfits. Many times, he'll rest a pair of sunglasses behind his head on his beanie, a signature Yongie look.

Colorful Sunglasses. No accessory is too much for Taeyong! Looking lavish in a balenciaga top and racer fit, stylists went further and added cute mustang glasses to add towards the racer agenda. A funky touch for 100.

Earrings. Taeyong loves to adorn his ears with edgy jewelry, his favorite being the staple cross collection from Chrome Hearts, alternating between silver and gold.

Necklace. Taeyong never misses with experimental accessories and always has a necklace to complete his looks. A fan favorite is his smiley pearl necklace.

Long Sleeved T-shirt. Another cute Taeyong trademark would have to be his collection of hypebeast sweatshirts. They're usually fitted oversized naturally and seen prominently on his solo vlives, with sweater paws poking out during schedules.

Jacket or Hoodie. There is never a day too hot or too cold to layer up a stylish fit with a jacket for Taeyong. The addition of coats turns the airport into his runway. Tweed? Leather Biker Jacket? Fleece? He's got that.

Cartier Ring. The sweet friendship ring gifted by Doyoung has very much been on show during recent schedules. Jewels are never "too much" alongside any outfit!

Designer bag. Despite owning tech probably larger than his go-to bags, Taeyong knows that stylish bags should be on show regardless of the situation. His favorites are definitely Chanel. Bags are more of a stylistic choice, no matter how dressed down he may be heading for an event, the addition of a bag still makes him look like a total icon.

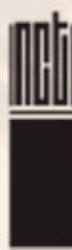
Joggers. Usually worn off schedule, Taeyong's pants tend to range from experimentive prints and bold slogans to sleek trademark logos or just traditionally plain. Who could forget the teddy bear jeans?! Joggers tend to usually be black in base color, paired with the freshest kicks of the season.

Kicks. Taeyongs footwear seems to be a huge indication and somewhat an extension of his character. From rustic patterned collaborations with leopard prints to kicks designed straight for the courts, to shoes with cute strawberry embroidered embellishments. A true ace with dual personality, softly spoken and comforting alongside with being a strong and charismatic leader and focal face of the NCT brand.

FOR MORE

NCT FASHION AND BEAUTY,

CHECK OUT MORE ARTICLES ON
THE WEBSITE!

ENV 

LIFESTYLE

Gotta get up, go to bigger better things

MISFIT

07

NCT & U

NCTzens from around the globe write about what NCT means to them.

@EllaOkunmwendia

Pronouns: she/Her

Location: Accra – Ghana

Bias: Doyoung and Ten

Listening to K-Music:

I started listening to Drama OSTs last 2014 and started to dwell on K-Pop in 2015.

Stanning NCT:

I started stanning NCT last year while producing my KPOP based radio show. We were exploring themes that included 127 songs like "What We Talkin' about", "Simon Says", "Superhuman" and "Highway To Heaven". I immediately liked Taeil and Doyoung singing parts in What We Talkin' about, loved the Simon Says instrumental, the vocals in Superhuman, and the vibe of Highway to Heaven. NCT's vocals really stood out to me.

NCT's impact:

NCT is everything to me. A group of friends that I can easily relate to. My mom even calls them our neighbors because she feels like NCT is living with us. A lot of things have changed since I started stanning NCT. I came back into full fangirling after taking a break for over a year. I always find myself wanting to do more for them, so I upload clips of them on my WhatsApp status, hoping to get the locals interested in them. And it somehow works! Oh, they're the first KPOP group I spent money on. I started buying albums and posters for NCT which is something I've never done before.

Favorite Ncity moment:

I know it says favorite Ncity moment but I'll go with moments. The first moment is their Beyond Live Concerts. Every time I think about that period, it still feels like a dream. The other one is the announcement of the NCT 2020 project and finally when the YearParty video came out.

Would say to NCT:

Dear NCT,
I'm proud of you, and if only I had superior abilities, everyone on the planet would be listening to you right now. You make amazing music and I'm glad you're using your talents to touch hearts.

@zeuswooz

Pronouns: she/her

Location: Kansas

Bias: Jungwoo

Listening to K-Music:

I've been listening to K-music for almost 5 years.

Stanning NCT:

To be honest, I was first a GOT7 stan. Then I saw a Tumblr post about BamBam and Ten having to go through the Thai enlistment lottery. There I saw this photo of Ten and thought he was the most beautiful man I had ever laid my eyes on, something about him was just so ethereal and gorgeous I had to figure out who he was and stan him. Ten is the one who stood out to me, and I solo stanned for a bit before being drawn in by the rest of the member's charms.

NCT's impact:

I've felt so comforted and have made so many friends through NCT. Everything changed since I started stanning. They are one of my biggest joys going about life each day. Not only do the members make me feel this amount of happiness I can feel being radiated through my bones, but they seem to me as a group of people that I can relate to and that they are very much down to earth. I have looked at the world differently since I started stanning. They have taught me to look for joy even in the smallest of things and to laugh whenever I can. Overall, my life has been filled with so much joy because of them.

Favorite Ncity moment:

The day Jungwoo was announced to join 127 is my favorite Ncity. That day, I and the other kangajis were so happy to see him join them. It was truly one of the happiest days of being an NCTzen.

Would say to NCT:

Thank you. If I will get the chance to talk to 127, I would simply say thank you. They have pushed me to grow and be the best person I can be and I constantly live by Johnny's advice to surround myself with good people. For that and all the joy they've brought me, I would say thank you.

@ne0much**Pronouns:** she/her**Location:** Philippines**Bias:** Jaehyun, Doyoung, Taeyong, Mark**Listening to K-Music:**

I started listening to K-Music, religiously, and consistently, since 2019. But I've casually listened to K-pop since the 2nd gen (SNSD and 2ne1).

Stanning NCT:

A friend introduced me to NCT in November 2019 after I had taken interest in them because I liked "Up to You", which was NCT Dream's collaboration with PRETTYMUCH. After my friend gave me a brief introduction to the members/units and recommended a few songs and MVs, I did my research and got interested in NCT's concept and group structure. I then chose stan after watching The 7th Sense and Jaehyun's ILMB cover. I was enamored by the diversity that NCT and WayV had to offer – both in terms of the members' nationalities and in the prevalent genres in each of the units' discography.

NCT's impact:

NCT changed my perspective about K-pop. I had a lot of preconceived notions about how K-pop sounds, but NCT managed to debunk all those. Through stanning NCT, I gained a better understanding of how the K-pop industry operates, as well as how music is made (at least within the Asian entertainment industry). Beyond the content, NCT taught me the value of empathy. Witnessing the bonds that the members have with each other has made me appreciate my friendships, and enabled me to form new friendships with other NCTzens, whom I now consider as good friends.

Favorite Ncity moment:

My favorite Ncity moment was when Kick It finally had its first win. Neo Zone was my first K-pop comeback ever, and it was also my first time to join active streaming and voting groups then. When Kick It finally got its first and only win, I felt like a huge weight was lifted off my/our shoulders and it felt so rewarding to see so many of my mutuals get so emotional over the achievement after weeks of frustration over streaming and voting.

Would say to NCT:

To NCT, thank you for being the silver lining of 2020. In a time when the world is facing too many uncertainties caused by a global pandemic, I'm thankful that the multiple comebacks and the constant influx of content throughout the year have provided a sense of comfort, healing, and joy to fans like me. Thank you for always working hard, for giving your best in your performances, and for releasing such genre-diverse and excellent music just this year alone.

@donghyeuks**Pronouns:** she/her**Location:** England, UK**Bias:** Haechan**Listening to K-Music:**

Around the mid-marker of 2014, I started listening to K-Music. So, I've been listening for about 6 years now!

Stanning NCT:

I want to emphasize the fact that I almost refused to comprehend the possibility of me paying attention to any male SM Rookies content. This is because I realized that there were just way too many boys for me to pay attention to as I was watching the Switch MV and picking up various information from TL osmosis. But when T7S dropped, the only thing I could say was, "I [think I'm] gonna get into NCT U.. I've cracked (NCT's complex concept)." Initially, I didn't WANT to commit to liking multiple people in the topsy-turvy system that NCT is, but T7S was such a key selling point for me. Later on, NCT Life helped cement my budding NCTzenship by showing each member's personalities, and although I didn't fully commit until maybe around the Empathy era, I was always a casual fan!

NCT's impact:

During my year abroad in South Korea, I met some fantastic people from all over the world (some of which I could count as my closest friends), saw some wonderful NCT performances and events, and enjoyed putting my all into supporting such wonderful and compelling performers. It's been 6 years since I picked up being invested in Kpop groups as a hobby. Now, I'm an adult who is slowly falling out of the fandom scene, but I don't think I'll be able to let go of NCT. Everything about them is just so ridiculously fun.

Favorite Ncity moment:

God, my favorite NCity moment would be the palpable rollercoaster of emotions the entire USA run of NCT's tour. Anyone who was not able to attend felt like they were watching something bad and something beautiful happening at the same time every morning they logged onto Twitter. That, and probably the surge of so many Pudu connections to Haechan that they donated to the LA Zoo and christened him "Donghyuck." Extremely good. Extremely cursed.

Would say to NCT:

Through the various messages they've given to us over the years, particularly from Taeyong and Doyoung, they know how much we care about and for them. I'd just like to thank them for calming us despite any of our worries, and for blessing us with such beautiful words every time they want to, through SNS services like Bubble. I am grateful for their way of sharing their thoughts and feelings with us at any time.

NEO GREEN SMOOTHIE

by@azaxdeh



INGREDIENTS:

1 bunch of spinach
4-5 chunks of pineapple
1 small banana
½ cup almond milk, approximately
2 tsp chia seeds (optional)
2 tsp goji berries (optional)
1 tbsp collagen powder (optional)

INSTRUCTIONS:

In a blender, combine all the ingredients. Blend everything till smooth. Serve and enjoy!

BEHIND THE DISH:

I shared this recipe on my IGTV and a fellow NCTzen commented "Neo Green Smoothie" so since then the name has stuck! The color is very NCT so I like it.

TIPS:

I add 1-2 teaspoons of chia seeds for a boost of Omega-3 fatty acids and the same amount of goji berries for antioxidants.

I also like to add in a scoop of collagen powder—so good for your skin!

EDITOR'S COMMENT:

Composed of various fruits and vegetables, this drink provides vital nutrients such as Vitamin A! It's a neo healthy, yet yummy, energy drink! Milk, fruits and vegetables can easily be exchanged with others in order to fit your diet!

NCITEA CHILLIN'

by@touchmeafter



BEHIND THE DISH:

Homemade ice cream is the best. Creamy, sweet, smooth. Flavored with matcha and vanilla, I genuinely think this is one of the best treats! Whenever in need of energy, I often seek out ice cream or watch NCT MVs. This is a thank you to them, for being there as a source of energy and happiness.

INGREDIENTS:

2 cups heavy cream (cold)
14 oz sweetened condensed milk (cold)
½ tsp vanilla extract
2 tbsp matcha powder
1/8 tsp salt
Green food coloring (optional)
Pocky, waffle cones (optional)

INSTRUCTIONS:

Place a freezable tray/container for the ice cream in the freezer. On high speed using a stand mixer or hand mixer, whip the heavy cream until stiff peaks form. In a separate, small bowl, whisk together the condensed milk, matcha powder, vanilla extract, and salt until homogenous. Slowly pour the condensed milk mixture into the whip cream while mixing on low speed. Increase the speed of the machine until the mixture is thick and stiff. If desired, add the green food coloring and fold it in with a silicone spatula till the mixture is even. Transfer the ice cream mixture into the container that was in the freezer. Freeze the entire mixture for at least 8 hours. Scoop and serve into a bowl, cone or anything you'd like! Add toppings and enjoy!

"SEXY LIPS" CHICKEN & RICE

by @koalabear127

BEHIND THE DISH:

I love watching the members cook using a variety of different ingredients so I wanted to include new things into the rice. I am also a fan of food that has a little heat to it, so I wanted to incorporate some ingredients to give it some kick as well. I didn't come up with the name until after eating it. I remember during Ten and Lucas's interview when they were explaining that they like spicy food because it makes their lips look sexier. Haha



INGREDIENTS:

A cup of white rice
Chicken breast
Garlic salt (can be substituted with garlic powder)
Basil
Oregano
Seasoned salt
A quarter of a cup of mushrooms
Half of a bell pepper
Black pepper
Green onion

INSTRUCTIONS

1. Preheat the oven to 350 degrees (F)
2. Put a small pot on to boil the chopped bell peppers, green onions, and the mushrooms
3. Once the rice is measured, pour it into the pot with the vegetables and let boil for 5-7 minutes
4. While the rice is slightly cooking, season the chicken with black pepper and garlic salt
5. Pour the rice and vegetables into a pan and place the chicken on top of the rice. For better cooking consistency, push the chicken down until it touches the bottom of the pan and move the rice around as necessary
6. Continue seasoning the contents of the pan with basil, oregano, and seasoning salt
7. Place pan into the oven and cook for 20 minutes
8. After 20 minutes, turn the chicken over so that it can cook evenly and then continue cooking for 15-20 minutes
9. Once finished, add your choice of toppings to perfect the dish and enjoy!

VCT (VIET CULTURE TREAT) WAFFLES

by @jaehyuniepot

BEHIND THE DISH:

Pandan Coconut Waffles (Bánh Kẹp Lá Dứa) are a traditional Vietnamese treat but it certainly reminds me of NCT when I'm eating it! The chewy center fills me with warmth the way NCT 127 does when they're performing Once Again. I'm reminded of the hot summers in my childhood I spent in Vietnam from the lyrics:

"오랫동안 기억 도기를
Again and again and again
너와 함께 once again
Ha ha ha
이 여름을 once again"

making me wish I could go back and eat street food like this again and again :)
There's no need to add anything extra as the sweet waffles can be eaten as is. Not to mention the bright green color that comes from the Pandan leaves extract is reminiscent of the classic NeoCity green.

INGREDIENTS:

- 2 cups All-Purpose Flour
- ¾ cup Tapioca Starch
- 14 oz (1 can) Coconut Cream
- ¾ cup Whole Milk
- 2 Eggs
- 1 cup Sugar
- ½ teaspoon Sea Salt
- 2 teaspoon Baking powder
- ¼-½ teaspoon Pandan flavoring extract

EQUIPMENT:

Mesh Colander
Waffle Maker



INSTRUCTIONS

1. In a mixing bowl beat the 2 eggs then add 1 cup sugar, 1 can (14 oz) of coconut cream and ½ teaspoon sea salt
2. In a separate bowl sift 2 cups of all-purpose flour, ¾ cup of tapioca starch and 2 teaspoons of baking powder thoroughly
3. Whisk the wet ingredients well (If using a stand mixer, mix for 15 seconds)
4. Pause and carefully add your dry ingredients to the wet mixture bowl
5. Mix the batter until the consistency is slightly thick
6. Add in ¼-½ teaspoon of Pandan extract. Adjust the color to your liking and taste. (Note that the batter may taste bitter if you add too much)
7. Mix well so that there are no lumps
8. Strain the batter with a mesh colander. The remaining batter should be smooth/silky
9. Cover mixture and let it rest for 30 minutes
10. Stir the batter with a ladle and heat up your waffle iron (Note that the batter will separate and settle in between cooking so must stir before making each waffle)
11. Spoon the batter onto the waffle iron (amount will vary by equipment) and cook until the outside becomes a nice crispy golden brown with some green peeking through
12. Remove the waffle from the waffle maker and enjoy!

BUBU ARROZ

by@_diorhyuck



BEHIND THE DISH:
 Everytime I cook I listen to NCT's music, it puts me in a happier mood and they inspire me to always do my best. I recommend listening to Kick It while cooking. It's a hype mood!

INGREDIENTS:
 1 tbsp olive oil
 1/3 cup sofrito
 2-3 bay leaves
 2 cups parboiled rice
 2 tbsp tomato paste
 1 cube chicken bouillon
 1 packet sazón con achiote y cilantro
 1 teaspoon dried Italian seasoning

1/4 cup fresh cilantro, chopped (optional)
 2 tbsp pimento stuffed olives (optional)
 3 cups water or low sodium chicken broth
 1/3 cup country ham or bacon, diced (optional)
 15 ounce can Pigeon Peas/Gandules, drained and rinsed

INSTRUCTIONS

Heat a Dutch oven or pot on medium heat.
 Add olive oil, bacon/ham (optional) and sofrito into the pot.
 Stir constantly until fragrant and tender, but not browned, about 4 minutes.
 Next, add in the packet of sazón con achiote y cilantro, tomato paste, and chicken bouillon into the same pot. Stir to combine.
 In the same pot, add in the drained pigeon peas, Italian seasoning, bay leaves, and water/chicken broth. Add the cilantro and/or olives, if using.
 Allow the liquid mixture to come to a boil, taste for salt and adjust as needed.
 After the mixture comes to a boil, add the rice. Stir and distribute evenly.
 Cover the pot and allow the rice to absorb the liquid. Once all of the visible liquid is absorbed, stir the rice, and cover again.
 Lower the heat to low and allow it to steam for 20-25 minutes.
 When all of the liquid is absorbed, the rice should be fluffy and delicious! Enjoy!

MEET NCITY'S ADORABLE PETS!

Handle: @1003nadyasyh
Location: Indonesia
Pronouns: she/her

Pet:
 Jēm's is a male domestic
 persian mix

Favourite NCT album/song:
 He loved to listen noise music
 like Cherry Bomb and Punch



Pet's bias :
 Johnny was his partner in crime!



About Jem's:
 He loved to fight and act
 like Punch music video,
 he liked to bother and
 hang around me while
 listening to NCT songs.



Handle: @KathSunfleur
Location: Canada
Pronouns: she/her

Pet:
 Sammie is a female domestic
 shorthair

Pet's bias:
 Sammie's bias is Mark Lee!

Favourite NCT song/album:
 Her favourite songs are Kick
 It and Regular, Resonance is
 now her favourite album!

About Sammie:
 Sammie is 1 year old and has
 been an Nctzen since
 entering this household. She
 likes to chew on photocards.
 She also likes to watch Nct
 music videos!



Handle: @hypnolepsy (instagram)
Location: Manila, Philippines
Pronouns: she/her



Pet:
Chichi is a female
Himalayan

**Favourite Nct
song/album:**
Day Dream

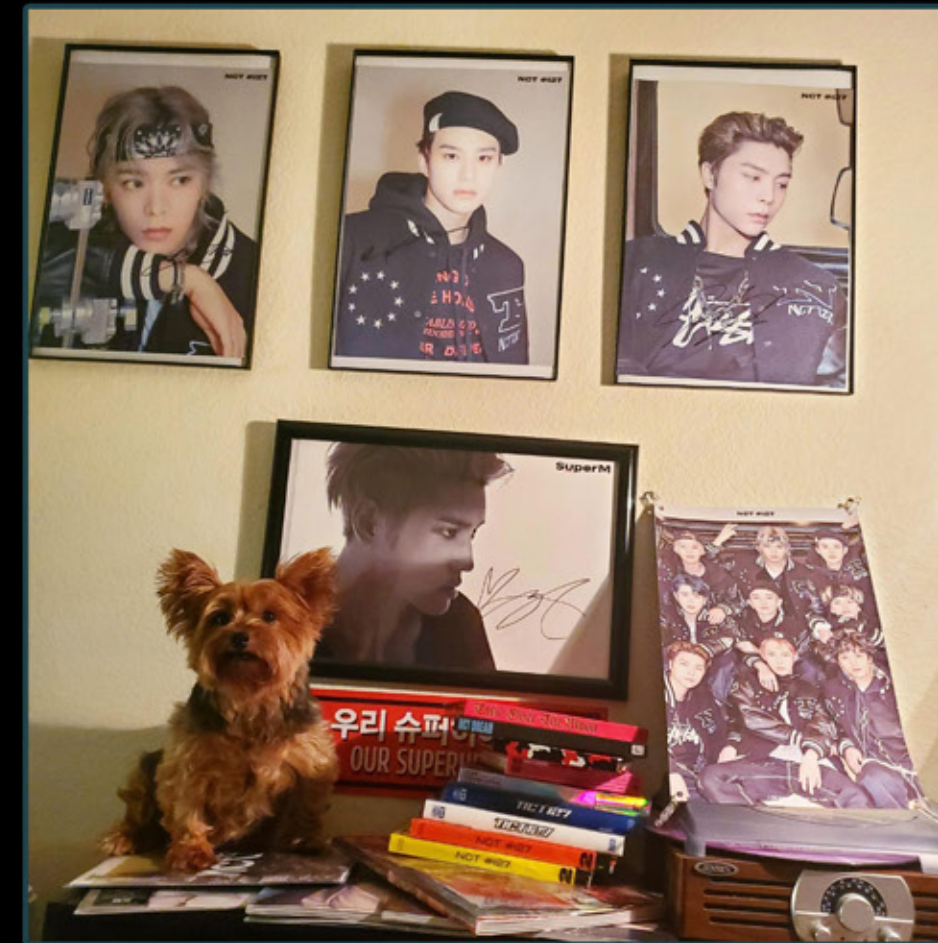
Pet's bias:
Taeyong

About Chichi:
Loves to cuddle with me every night,
licks my tears whenever I cry

Handle: @YUTASN0VIA
Location: San Diego, USA
Pronouns: she/her

Pet's bias:
Taeil!

**Favourite Nct
song/album:**
Jet Lag. It is her
owner's favorite
127 song & enjoys
listening to it on
loop for hours on
end together. It's
comforting
knowing that
"we've got each
other" even when
she goes far away
for school.



Pet:
Bella female Yorkshire
Terrier

About Bella:
She has brought such immense light into my life. She is smart, energetic, & caring. Jungwoo is my ult so when I found out Obok is also a yorkie, I sobbed. My comfort person has the same dog as me? Haha! They are such good dogs, small, extremely loyal with endless love to give. Bella has been with me through every NCT album unboxing & has endlessly stuck photocards on her little head when she tries to smell it. She spends a lot of time in my room at night while I listen to NCT music to unwind after a long day. She's my favorite Nctzen.

KICK IT PICKS! NCT RECS (MOVIES/SHOWS/BOOKS)

BY@JAEHYUNIEPOT

Without a doubt idols influence fans in one way or another. From brand sponsorships to fashion, all eyes are on their "must-haves." It's a known fact that NCT has amazing taste and we can't help but wonder what they're into off stage. After an exhausting day of schedules we'd want to Kick It and relax too.

Here's a compilation of NCT's favorite films, books and shows they've enjoyed in their free time you might not have known about. (Note: Information on Shotaro + Sungchan is limited so they're not included in this list)

TAEIL

In a 2017 Harper Bazaar Korea magazine interview, Taeil was asked when he cried as NCT's resident crybaby. In response, he answered that he actually did not cry yet since debut but he had sobbed recently watching Collateral Beauty (2016). The film moved him and the last scene had him lost for words.

Source: Harper Bazaar (Korea) Magazine Interview (August 2017)

JOHNNY

Just before his official debut, Johnny recommended A Man Called Ove by Frederik Backman during his Instagram takeover for the Limitless promotions. He wanted to share the laughter, tears and lessons this heartwarming book had taught him.

Source: NCT 127 Instagram Post (01/01/2017)

YUTA

In episode 8 of "NCTzens Would Like This Too," Yuta suggested fans read How to Win Friends and Influence People by Dale Carnegie. He commented that the novel was interesting as it provided many options on how to talk to someone you like. He learned that if you want to be loved, you have to take the first approach and think about what the other person would want instead.

Source: NCT Daily "시즈니가 이런 거 또 좋아하지 127 Ep.8" #NCTzens_Would_Like_This_Too (12/10/2018)

TAEYONG

For a Pop Crush Interview, Taeyong explained that when writing lyrics for the track No Manners, he was inspired by the film Sid & Nancy (1986). The movie is about a couple who have a bad break up despite loving each other. Using this, he tried to express into the song that sometimes breaking up before things turn sour is better.

Source: Pop Crush Interview (10/30/2019)

KUN

As a Love Library Charity Ambassador, Kun recommended The Old Man and the Sea by Ernest Hemingway. He felt that many could relate and learn from the main character who set out on a journey for his dreams. Despite the difficulties one would face along the way, as long as they didn't give up they would achieve their dreams.

Source: WayV Weibo Post (05/22/2019)

DOYOUNG

In a recent VLIVE with Jungwoo, Doyoung mentioned how he could barely breathe watching Stranger 2 (2020). He compared the drama to a car that had been driving at 30 kmh and suddenly speeding up to 120 kmh, insisting it was a show on another level.

Source: NCT VLIVE "It's Too Much" (10/04/2020)

TEN

Ten recommended The Bucket List (2007) during the #StayHomeWithSuperM Project on the official SuperM Instagram account. He shared that he was touched at the characters' freedom to do what they want regardless of their old age.
Source: SuperM Instagram Story "#StayHomeWithSuperM Movie Recommendations" (04/23/2020)

JAEHYUN

When asked for a movie recommendation on VLIVE with Taeil + Yuta + Jungwoo, Jaehyun mentioned that Miracle Cell No. 7 (2013) was a good film to cry to. He admitted to really tearing up despite not usually crying during movies.
Source: NCT VLIVE "CT High 1st Grade Class 27" (04/01/2020)

WINWIN

During the first episode of "Wininformation," Winwin said that he had recently watched Interstellar (2014), stating it was one of the most memorable and best movies he'd seen in his life. He explained that he'd seen it when he was younger but didn't really understand the film back then. However, after rewatching it with Kun he found it fun and interesting.
Source: WayV Youtube "[WayV-ariety] Does WINWIN think that XIAOJUN is strong | WINformation Ep.1" (09/10/2020)

JUNGWOO

In a VLIVE with Taeil + Jaehyun, Jungwoo and Yuta mentioned that they were enjoying the variety show, Heart Signal Season 3 (2020). The show was fun but it was mostly the background music that captured their attention. Jungwoo said that when watching, they'd find themselves trying to identify what song was playing using their phones.
Source: NCT VLIVE "CT High 1st Grade Class 27" (04/01/2020)

LUCAS

Lucas recommended One Minute of Physics: The Fun Popular Science Column by Institute of Physics Chinese Academy of Sciences for the Love Library Charity. He explained that the book was interesting since it included many problems that people would usually be curious about. The answers to those problems were explained simply with comic illustrations so he thought readers would be able to easily understand them.
Source: WayV Weibo Post (05/24/2019)

MARK

Mark discovered a copy of I Am Number Four by Pittacus Lore when all of NCT 127 visited the Amoeba Music Store for a NCT Daily vlog. He excitedly exclaimed that he remembered reading the book when he was young and that it had been a while since he had read it.
Source: NCT Daily "[N'-72] Music shopping at Amoeba Music" (12/16/2018)

XIAOJUN

Xiaojun suggested My Memories of Old Beijing by Lin Haiyin as an ambassador for the Love Library Charity. He thought fans would like Yin Zi, the protagonist because their character was kind and loved to help others. He thought it'd be a fun book to read as it followed Yin Zi's journey and childhood in Beijing.
Source: WayV Weibo Post (05/23/2019)

HENDERY

During a VLIVE, Hendery mentioned watching Jojo's Bizarre Adventure (2012). He excitedly recounted how the characters would talk in strange poses but still managed to look intelligent. He explained that he liked watching anime shows and even asked fans for some recommendations.
Source: WayV VLIVE "Hehe" (07/29/2020)

RENJUN

During a broadcast of Akdong Seoul Radio Renjun mentioned the book, *The Courage to be Disliked* by Fumitake Koga & Ichiro Kishimi in response to a listener's concern about others' thoughts of them. Reading it had allowed him to recognize the reasons why he was scared of being disliked and from there sought the strength to solve it. He hoped that the book would help everyone learn to love themselves and not care whether others disliked them or not.

Source: Akdong Seoul Radio with Ren D (09/07/2020)

JENO

In a voice only VLIVE, Jeno answered a fan's question to his watchlist. He stated that recently he was more into watching dramas than movies. He expressed his interest for *Hospital Playlist* (2020), which he was currently watching.

Source: NCT VLIVE "Copying Jisung..." (03/31/2020)

HAECHAN

Haechan called the *Little Forest* [Pt. 1 Summer/Autumn + Pt. 2 Winter/Spring] (2014/2015) his most recent favorite film in an interview for the Japan NCT 127 Official Book 2020 Vol 2. He explained that it could be watched easily and comfortably. (Note: There's a Korean version as well. It's more likely he watched the Japan version which has 2 parts as he mentions watching ALL the parts)

Source: NCT 127 Official Book Summer 2020 NCTzen Japan Vol. 2 (07/31/2020)

JAEMIN

When asked during a VLIVE what dramas he was watching at the moment, Jaemin said that surprisingly, *It's Okay Not to be Okay* (2020) made him act out of character. For the first time in his life he was watching a drama while it was currently airing which he found amazing.

Source: NCT VLIVE "What Are You Doing?" (07/12/2020)

YANGYANG

On Instagram Live, Yangyang recalled that he had watched *A Whisker Away* (2020) recently. He said the premise got him thinking that Louis and Leon (WayV's pet cats) could be men that had put on masks to become their pets. He jokingly stated that it would explain why whenever he ate they would want to eat with him too.

Source: yangyang_x2 Instagram Live (07/01/2020)

CHENLE

In an interview for *Urbanlike Magazine*, Chenle stated that a movie he liked was *Shawshank Redemption* (1994). It was a recommendation from his dad and he found it an extremely touching movie.

Source: *Urbanlike Magazine* Interview (March 2019)

JISUNG

For the same interview for *Urbanlike Magazine*, Jisung explained that he liked anime movies such as *The Girl Who Leapt Through Time* (2006) and *Your Name* (2016). He particularly enjoys movies with open endings like this since it allows him to imagine an ending he likes.

Source: *Urbanlike Magazine* Interview (March 2019)

MEET NCITY

GET TO KNOW THE PEOPLE BEHIND SOME OF YOUR FAVORITE AND MOST POPULAR FAN ACCOUNTS

1. @JISUNGIE (Philippines)

The owner behind the account dedicated to love the youngest member of NCT, she has brightened the fandom just like how Jisung does to our lives!

How long have you been a fan?

I've been a fan since Aug. 25, 2016, after I watched the release of Chewing Gum MV!

What made you join the fandom?

NCT DREAM captured my heart after I watched Chewing Gum, and I fell in love with their voices!! And they're super duper cute as well so I thought I can relate to these boys having the same age as me ☺ NCT 127 & NCT U's songs are also so unique and are exactly my type!

Who's your bias?

Park Jisung

Any bias wreckers?

Actually I do have a total of four biases!! Jungwoo from NCT 127, Hendery from WayV and right now I also adopted Sungchan hehe ^^

What are some of your favourite songs?

"Walk you home", "Welcome To My Playground", "Trigger the fever", "Simon Says", "Kick It", "Stand By Me" & "Déjà Vu"

How has NCT/WayV inspired you?

NCT and WayV have inspired me in so many ways. Listening to their music cheers me up so much and hypes my day up! Their songs are all so meaningful. The boys' personalities are very great and they all deserve the love & support in this world. How they persevere in reaching their dreams influenced me in reaching my dreams as well! They also helped me increase my self confidence in interacting with my co-NCTzens. Being an NCTzen is the one of the best decisions I've made in my life!

What's the most exciting experience you've had as a fan account so far?

I treat each day I spend in my fan account very excitedly since there are new happenings and events everyday. I guess the most exciting experience I got is being able to win giveaways often! I've joined several GAs using my fan acc and gladly I won some albums because of it ^^ Being able to make friends and communicate with people around the world also makes me so happy! And I'm also happy that many people is supporting Park Jisung and the whole NCT with me <3

Are there any hardships that you face as a fan account? How would you wish to address the problem(s)?

For me it's how I keep the fan account alive by tweeting posts everyday! There are times that I'm so busy and unable to post updates about Jisung & other members ㅠㅠ I'm also afraid and anxious every time I tweet, since the fan account have a big audience, I'm afraid they might send negative replies or feedbacks to some of tweets that I'm posting, so I really take care and think so much first before tweeting.

If you could say a few words to your bias, what would they be?

Jisungie, thank you so much for inspiring me everyday! You don't know how much comfort you are giving to us. Thank you for always communicating with us, and for making us feel loved and important. You deserve all the love, care and support in this world! We're always here by your side! ☺ NCTzens are so proud of you. All the best for NCT's maknae! We love you so much~<3

2. @TYbububu (Malaysia)

Known on stan Twitter to highlight every single charming point of her bias, "M" has built a name for herself as a fan with great unconditional love for everything related to Taeyong.

How long have you been a fan?

Just a little over a year! I discovered NCT towards the end of September 2019.

What made you join the fandom?

Their music was just so unique and I couldn't stop listening! When I started watching videos of their live performances, I was just so amazed and couldn't take my eyes off them, especially Taeyong. Their stage presence and charisma were just insane! And binge-watching all the NCT Daily videos and NCT Life series made me fall in love with them even more!

Who's your bias?

Taeyong is my ult, and I bias Doyoung and Kun as well :D

Any bias wreckers?

Xiaojun, Ten and Johnny, but it changes all the time!

What are some of your favourite songs?

This is so difficult because they have SO MANY good songs! "Simon Says" and "Baby Don't Stop" are always at the top of my list, but some of my current favourites include "Boom (NCT 127)", "MAD DOG", "Love Again", "Domino" and "Moonwalk"! And I know we've only heard a small snippet (as of now), but I can already tell I'm going to love "Misfit"!

How has NCT/WayV inspired you?

Their hard work, passion and dedication to their craft. When someone does what they love, you can really feel their passion. Seeing them get excited over their music, constantly practicing to perfect their performance – it also inspires me to do better and work harder. Sometimes when I'm close to giving up, I think of Taeyong's words "Your efforts will never betray you. All your efforts will pay off." and it just gives me that burst of motivation to continue.

What's the most exciting experience you've had as a fan account so far?

I get excited whenever I meet someone who shares a lot of the same interests as me (apart from stanning NCT). There were a few people I've talked to and we just clicked instantly and it was just like a !! moment that made me really happy. I created my account with the intention of yelling into The Void™ about how much I love NCT and Taeyong. I didn't really plan on "socialising" much at all, it was just something that happened along the way, but I've grown really close to some of the people I met here and I'm so grateful! We're just waiting out the pandemic so that we can visit each other one day!

Are there any hardships that you face as a fan account? How would you wish to address the problem(s)?

As someone with a larger than average following, I've learned that I need to be really careful with the words I use. There were instances where some of the things I said were taken out of context, and that really affected my mental health to be honest, so I do get really anxious before tweeting at times. I've also had my fair share of slip-ups and engaged in discourse when I shouldn't have, but well, you live and you learn! I think having friends and a good support group here really helps a lot. Apart from that, I think it's important to pick your battles and curate your timeline so that your experience on stan twt is as enjoyable as possible!

If you could say a few words to your bias, what would they be?

You've brought a lot of happiness into my life and I'm so grateful for that! I hope that you'll always put yourself first because no matter what, your happiness will always be our number 1 priority. Thank you for working you hard and inspiring us every day! Love you!

3. @huangsichengs (Philippines)

Meet the beloved user behind so many of our favorite translations and a fantastic all-rounder fan, @huangsichengs is well known for her many contributions to the fandom!

How long have you been a fan?

Since 2018! During the Empathy era

What made you join the fandom?

The specific deciding moment for me was the NCT 2018 Weekly Idol episode ^^ I was just getting to know them back then and just casually listening to Empathy and some of the older title tracks. When they performed "Black on Black" for the first time and the moment Mark said "wassup" and the rest of the members went to the ground, I was blown away. I've personally never seen a group with that much dancing power, and in that moment, I decided to dedicate my love and bank account to them from then on!

Who's your bias?

Renjun!!

Any bias wreckers?

chenle, jaemin, jisung <3

What are some of your favourite songs?

"My Page" and "Trigger the fever". The song meanings are beautiful and mean a lot to me, and it's a bonus that they're the most fun songs to dance and party to during 'The Dream Show' ^^

How has NCT/WayV inspired you?

In many ways, but specifically, Renjun has inspired and touched me a lot during his time as an Akdong Seoul DJ. He was always there to cheer people on to chase after one's dream and whatever makes one happy. He always reminded people to take one step a time, and to take things in at one's own pace. Personally, I translate Renjun's words sometimes to share them with more people, but it also serves as a reminder for myself as well. It may be indirect, but Renjun made my passion to learn new things burn bigger.

What's the most exciting experience you've had as a fan account so far?

I have a lot, actually! But my personal favorites are when Renjun replied to @renjunpictures (an account I own) twice in one day during his menpa, and when NCT DREAM themselves took pictures with the banners I designed myself for 'The Dream Show' in Manila <3

Are there any hardships that you face as a fan account? How would you wish to address the problem(s)?

When people tell me how else to run the accounts I own. Me and all other fanbase admins do all our best to update/post and translate on our free times as voluntary work, so it would be very much appreciated if people would stop acting like they pay people like us to run an account and demand us some things. We're all people with separate personal lives behind the fan accounts/fanbases, so I hope people would be more understanding.

If you could say a few words to your bias, what would they be?

You mean a lot to me, thank you for being unapologetically you.

4. @littlekuns (Philippines)

How long have you been a fan?

I liked them since SMROOKIES, but became an active fan since WayV debuted ;)

What made you join the fandom?

What made me join the fandom are the members' talents and their unique personalities. The way they showcase themselves and their skills is so amazing! They're a bunch of talented men who can do a lot of things like fly a plane, play a lot of instruments, choreograph, compose & produce music, can speak a lot of languages, can do magic, and many more. They also treat the members and fans as family <3

Who's your bias?

TQIAN KUN, WayV's talented leader! ;)

Any bias wreckers?

It's Hendery

What are some of your favourite songs?

Face to Face, Moonwalk & Take Off. Fave songs outside WayV are songs from Ben&Ben, Wanna One & EXO ^^

How has NCT/WayV inspired you?

WayV inspired me to get out of my comfort zone and discover things. Since they are men who want to try a lot of new things, they encouraged me to open myself up with the things that I'm unfamiliar with but are interesting to try. Because of them, I became a better version of myself who's not afraid to try new things in life. And, since WayV most of the time want to interact with fans on the ways they know to give advice and share their experiences and other things, the thoughts & experiences they share also have a big impact on me that brought me to improve myself for the better.

What's the most exciting experience you've had as a fan account so far?

My most exciting experience as a fan account so far is knowing many fans from other countries who share the same heart with me when it comes to our favorite group and/or members. Aside from this, what makes my fangirling more exciting is when Kun, who is my bias, replied to me & noticed me! Also unexpected members's livestreams and them spilling secrets make everything interesting & exciting as a fan!

Are there any hardships that you face as a fan account? How would you wish to address the problem(s)?

One of the hardships that I faced as a fan account is when someone tries to drag my faves even if they haven't done something wrong. It just felt so wrong for me that there are people who throw hate on artists that inspire you a lot even if there is no reason to hate them at all. But on the other note, you cannot please anybody, so me, along with the other fans, focuses more on supporting our faves so that many fans may see and love them.

If you could say a few words to your bias, what would they be?

Thank you for making everyone happy. Let's walk on the flowery path for a long time. You deserve all the happiness & good things in the world. Always remember that there are fans who love you so much and will always be here to support you <3

One of my favorite concerts of 2019!
@staytinyb

Vancouver, 19/05/19

Victoria By Sanchez

TOGETHER

Photo Credit
NCT 127 Instagram

NCT 127 sadly had to cancel their tour this year, so we asked NCTzens to submit their photos from past performances. This is our way of looking back on the good times while we wait for more in the future: the times when the memories of NCT and NCTzens come together.

FOREVER

& Maddie
Armstrong

It was 127's anniversary at their concert in London which made it extra special. Their passion and energy back then gave me beautiful memories that will last forever. Easily the best night of 2019!
Thank you NCT!
@honey3ens

Los Angeles, 19/05/19

Houston, 20/3/10

Los Angeles, 19/05/12



London, 19/07/07

Oh it was absolutely amazing! The show was beautiful. NCT had such a great energy. We sang happy birthday to the boys and Jaehyun made a joke that we weren't in sync and helped us sing again. It's such a vivid memory.
@monika138190075

This actually was my first concert ever! It was really fun, I remember at the concert I screamed so loud for Taechan - that concert made me a fully fledged sunflower!!! Angel by nct 127 is one of my fave nct songs, I remember crying during it because the song means so much to me!!! When limitless started and Taeyong came out I ASCENDED
@riksucaf

I decided to make a sign for the NEO CITY concert, and I just had to incorporate the infamous "I love you 3000" line. I ended up being caught on camera and made it to their concert recap video and I remember literally stepping out of a work meeting because I was freaking out! Fun times LOL
@hotddevgeo

Los Angeles, 19/05/12

Houston, 19/05/05

Vancouver, 19/05/19

The Neo City: The Origin tour was my first NCT concert. One of my favorite parts was when we were chanting "NCT" and Mark started beatboxing to our chants! The Houston Rodeo was my second time seeing NCT 127. I met so many non-nctzens who were curious and asked me questions about NCT. It made me proud getting to see NCT 127 share their music with so many people. The performances were amazing and getting to see "Kick It" performed live in front of fans for the first time was so special. It was a fun night that I'll never forget!
@megantay_7

Los Angeles, 19/05/12

ADVERTISING

When we shine bright
I'm alive in the city

FROM HOME

@1yongct

DESCRIBE YOUR BUSINESS:

I have an Etsy shop called Neochii where I sell custom goods and NCT goods. Majority are hand made and if not, they are sourced, printed and cut by myself. All custom goods are made to order and personalised to the customers choice. Everything is worldwide shipping except my best seller – the glass album plaques which is only shipped within the EU. I am working on new products to drop to shop soon too.

INSPIRATION AND BACKGROUND STORY OF THE SHOP:

I initially opened my Etsy shop to sell the Taeyong sticker sheets that I drew for his birthday. However, what really got my Etsy shop started was my glass album plaques. One day I was making the plaques for myself and put it on my social media, to which people started asking if I could make them one. I really enjoy doing creative things, so I agreed. As soon as I put it on my Etsy shop, I started getting orders which made me very happy as it's something I love and enjoy doing. Slowly I started adding more products and everything I add to the shop are things I made for myself.

USAGE OF ADVERTISEMENT:

I made a tiktok videos of me creating the product where one of them received a lot of attention. In terms of tiktok, I had no technique as the algorithm is very random. However, I have a fan account on Instagram with a large number of following so I used my own platform to advertise the goods. My followers were really receptive to it as they are the right audience for my products.

UNSATISFIED CUSTOMERS ENCOUNTERS:

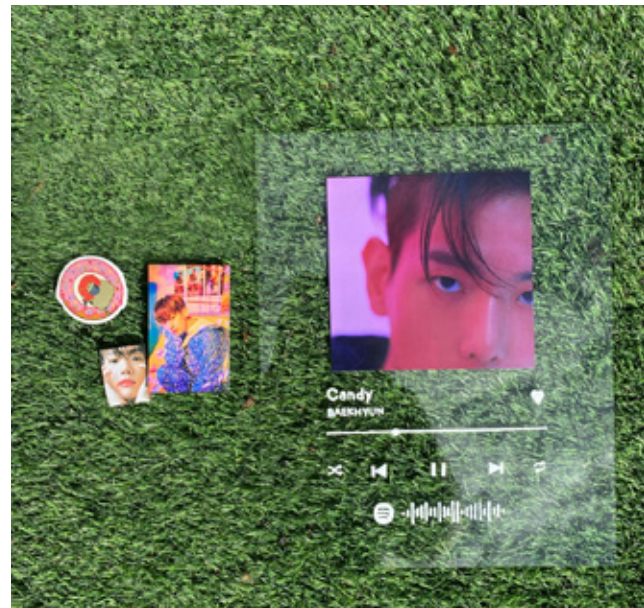
I've had unsatisfied customers, not due the product itself but due to damage during shipping and handling. I solve this through communicating with my customers as it's an unfortunate situation for both sides. I make sure my customers aren't unhappy with my customer service.

STRUGGLES OF OWNING A SMALL BUSINESS:

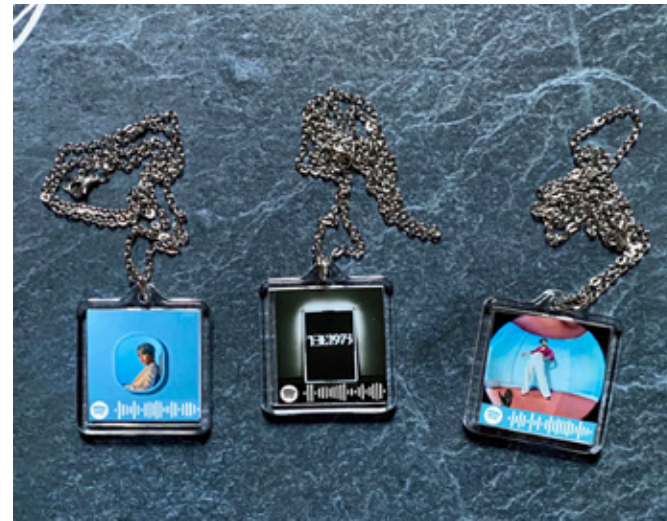
The struggles I have had of owning a small business is that I don't get orders as often as I wish I could. It can be demotivating sometimes, especially if you're planning to add new things to the store. Everything requires a lot of thought, time, energy and investment. I overcome these by reminding myself to not focus on the sales but rather enjoy the process of making the products. Things don't always happen immediately so it's important to be patient.

BUSINESS INSIGHTS:

I have learned to never give up if something unfortunate happens. My first unsatisfied customer really demotivated me as I was not sure how to handle it. It's really sad to see something I've spent



so much time on being damaged but so is the customer who was looking forward to it. Through this experience, I have learned that communication is key to work things out no matter how nervous you may feel to get back to the customer about it.



UNEXPECTED BENEFITS:

Through the sales of goods, I have been able to put that back into my small shop by investing in new products. The new products require a different set of skills so I can try out things I've always wanted to do and thus gain new skills through it. Often people don't always get craft equipment due to it being sold in small or large bulks but having a small business has allowed me to venture into more arts and craft without creating waste by not using everything.

GO-TO ADVISORS:

If there is something I'm unsure about, I will often check YouTube for small businesses as there are lots of videos with helpful information. I also ask my friends for advice on if they like the product and what I could do differently. It's important to get feedback and reviews to see if I make the product even better and suitable for my target audience.

TIPS AND ENCOURAGEMENTS FOR ASPIRING SELLERS:

Just remember that not everything happens immediately so don't lose your motivation! Your hard work will pay off! be resourceful, be nice and have the courage and let your artistic side flow.

@taylor_louisem

DESCRIBE YOUR BUSINESS:

I sell mainly handmade Kpop merch, but I also paint custom shoes/bags and sell albums :) @haru.custom on Instagram.

INSPIRATION AND BACKGROUND STORY OF THE SHOP:

It started just after I had been to see SuperM live in London, at the beginning of this year. I had up-cycled an old blazer and painted the back with my ult's face – Mark Lee. Throughout the whole event, I had many come and ask me where I got it from and if they could have my socials etc. for me to make them one too. I had been thinking about customising trainers for a long time and needed funds for personal reasons. After the event I thought "why not just try Taylor?" And that's what I did. I started with the sneakers and gradually researched and created more products. Now, about 8 months later, I have my little shop. It's not always been easy and at times I have wanted to stop but the love from my followers (NCTzen and other fandoms alike) has given me the strength to continue!

USAGE OF ADVERTISEMENT:

I use Instagram the most. Since most of my work is visual, many of my followers find it a great way to see my products and are able to interact through Instagram stories. I can use hashtags, and tags, as well as collaborate with other small shops/artists. If i'm honest, the platform is most familiar to me too. I have fan pages share my work through their Instagram too, which helps with advertising.



UNSATISFIED CUSTOMERS ENCOUNTERS:

So far, I have only had positive feedback. I try my best to uphold a professional reputation and if a customer was ever unsatisfied, I would do whatever possible to make sure their issues were resolved.

STRUGGLES OF OWNING A SMALL BUSINESS:

For me, I find dealing with unhealthy ‘competition’ hard. I think there is always an element of competition and sometimes that’s good for growth, specifically when it pushes you to better your personal skills such as product development or time management etc. However, there have also been cases where my work and research have just been undermined. For example, individuals asking where I buy my materials or how I make certain products, to then pursue selling the same without crediting or thanking. For me, that’s very upsetting because I know that small shop owners spend a lot of time and money researching and perfecting our products. I don’t like letting people down, but since I encountered this issue more than once, I’ve had to learn how to help others without risking my business. Now, I try to suggest ways in which they can research things i.e. suggesting Youtube tutorials or reading blogs and joining online forums.

BUSINESS INSIGHTS :

Continually remind yourself that progress is not linear. Growth takes time and sometimes you can get into the cycle of comparing yourself/your shop to others, which is not healthy. I’m so guilty for comparing myself to shops that have been around longer or those with a bigger audience. But through reminding myself of my own goals and how far I’ve come from nothing, I realised that everything is on its own time scale and I just have to keep focusing on my own shop and how I can do better for my customers because they really are amazing people. I also had to remind myself why I started the shop in the first place. As much as I love creating, I had a monetary goal that I needed to reach for something very important, and I couldn’t afford to just give up. So, it’s important to constantly remind yourself why you’re doing what you’re doing and just keep at it.

UNEXPECTED BENEFITS :

I get to meet a lot of new people. Through opening my shop, and interacting with my customers, I’ve been able to meet people from all over the world! I have even made lifelong friends through my shop and I truly couldn’t be more thankful for that. In regards to practical skills, I have definitely learnt to deal with my anxiety better. Making my products helps me release energy so it’s very calming.

GO-TO ADVISORS :

If I’m struggling, or if I’m uncertain about anything I usually confide in my family and ask for advice. If there’s anything business-specific I try to research online as much as possible or reach out to my friends with their own small shops (however I only do this if I am truly at a loss, as I want to learn through experience).

TIPS AND ENCOURAGEMENTS FOR ASPIRING SELLERS :

What are you waiting for?! There are so many amazing opportunities waiting. Each one teaches you a lesson, that I promise will always stick with you. Plus, it’s great fun being your own boss.



NCITY GROUP ORDER ACCOUNTS

@PETITE_ZONE

COUNTRY:

Malaysia.

IDEAS AND INSPIRATIONS FOR GROUP ORDER ACCOUNT:

At first, I was a dropshipper for an account for a few months. Then, I tried collaborating with my friend to open a selling account on Twitter. I gained some confidence to open my own GO and my 1st GO was NEOZONE T Ver but the result was not so good but I still tried to open for the next GO which is, RELOAD NCT DREAM. It was a quite successful small GO this time. This was my first step as a GOM.

PRODUCTS:

Photocard requests from a Korean seller, albums and SM merchandises.

RESPONSIBILITIES AS A GROUP ORDER MANAGER (GOM) :

I need to make sure that all items ordered by customers will arrive and delivered to them in good condition. As a GOM, I need to ensure that I fulfill and satisfy my customers. I make sure to wrap all items with extra caution especially photocards which every kpop stans treasure!

USAGE OF ADVERTISEMENT:

I am making use of Twitter as my platform by doing a lot of giveaways and hosting a lot of mega sales.

PROBLEMS OR ISSUES ENCOUNTERED:

Problems are encountered, of course. There are times when items that were ordered from Korean sellers arrive in my hand in bad condition. This is probably because of the unwanted problems during shipping. Thus, I will inform the customers and give them the option if they still want their item delivered or they would opt for a refund.

MOST IMPORTANT THING IN HANDLING A GROUP ORDER ACCOUNT:

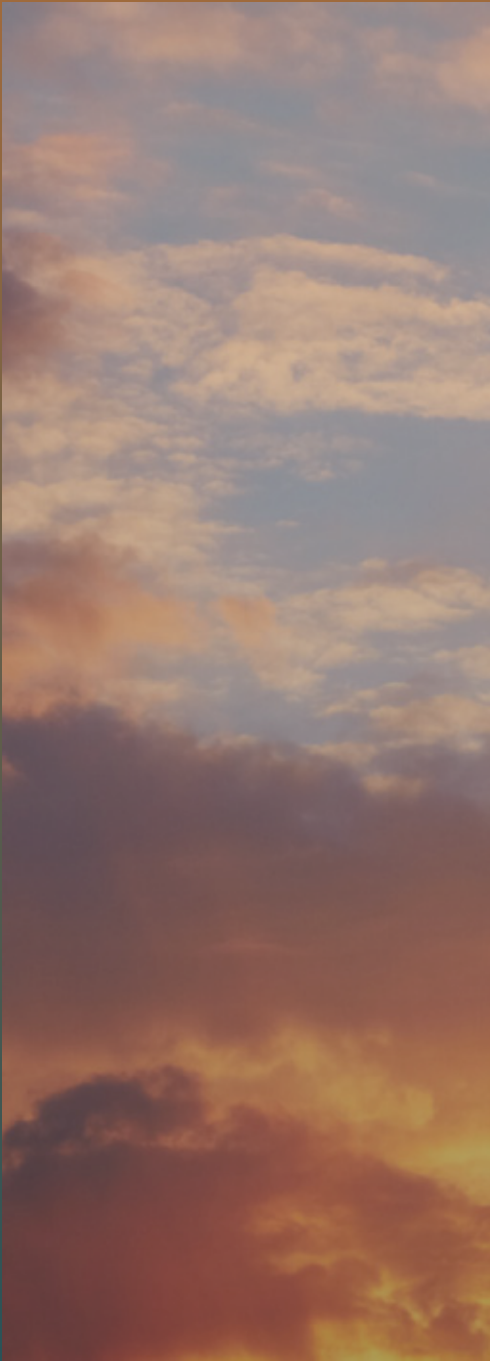
Maybe time management and always being up to date. GOMs need to always update their buyers and follow group activities very well especially when merchs or albums are released.

ENJOYMENT FROM THIS BUSINESS :

It makes my heart flutter when customers get their items in good condition and leave good reviews!

TIPS :

I am not an experienced GOM yet but the first step is to gain trust from customers or followers. It will attract a lot of buyers soon.





@SUNFLOWERPEACH_

COUNTRY:

Philippines

IDEAS AND INSPIRATIONS FOR GROUP ORDER ACCOUNT:

We started opening group orders mainly because we wanted to boost NCT's album sales in our own little ways. We mainly do non-profit GOs since we want many fans to get NCT's albums at a very affordable price.

PRODUCTS:

Mostly albums.

RESPONSIBILITIES AS A GROUP ORDER MANAGER (GOM):

I take the orders and manage the account. I'm also in charge of packing the albums for delivery and sending them to our customers.

USAGE OF ADVERTISEMENT:

We mainly use Twitter.

PROBLEMS OR ISSUES ENCOUNTERED:

Problems encountered will include some who just place an order and will not make a payment. There are also demanding customers.

MOST IMPORTANT THING IN HANDLING A GROUP ORDER ACCOUNT?:

The most important thing is patience since doing this isn't easy.

ENJOYMENT FROM THIS BUSINESS:

I enjoy this because I get to connect with other fans and as a fan myself, I get so happy seeing them receiving their orders.

TIPS:

Just be patient and enjoy!



TO THE WORLD,
HERE IS NCT