

# NMIXX Finds Mix Pop Golden Ratio: Blue Valentine Tops Charts After 3 Years

This article highlights JYP's successful recalibration of NMIXX's "mix pop" sound into a more mainstream appeal—signaling how experimental K-pop concepts can evolve into commercially viable global pop formats through musical balance and emotional storytelling.

## □ **First No.1 After 3 Years 8 Months**

- NMIXX achieved first-ever No.1 on Melon Top 100 with Blue Valentine on Oct 20, while debut album sold 645,000 copies in first week
- Group maintains identity while adopting more accessible composition, blending synth sounds, guitar riffs, and boom-bap rhythms narrating emotional conflict

## □ **Natural Flow Replaces Abrupt Genre Shifts**

- Unlike debut track "O.O" and "DASH" mixing drastically different genres, Blue Valentine uses tempo variation for smoother, natural progression
- JYP explains previous tracks focused on genre changes while new song creates mix pop atmosphere through pre-chorus tempo shifts and natural buildup

## □ **Success Factors: Melody, Lyrics, Season**

- JYP attributes success to catchy chorus, natural mix pop, season-appropriate mood, and universally relatable theme of love's ambivalence
- Music critic Min-jae Jung notes "while early mix pop had character, it felt unfamiliar; finding compromise took time, but this song blends very smoothly"

## □ **First World Tour Launches Next Month**

- NMIXX will hold debut world tour at Inspire Arena in Incheon on Nov 29-30, building on chart-topping momentum
- Members express gratitude to fans remembering supportive comments saying NMIXX boom is coming and vow to proudly represent fandom

### **Source**

Yonhap News Agency. (2025.10.22) <https://www.yna.co.kr/view/AKR20251022080600005> (Korean version only)

JTBC (Daum). (2025.10.23) <https://v.daum.net/v/20251023113852072> (For reference)