

MUSIC

RUBY

Jennie cements herself as a pop industry giant with debut album

SHAIKH SABIH KAMAL

One thing about BLACKPINK's Jennie is that she's THE it-girl. From fashion gigs to performance highlights, her ability to stand out with star quality is what truly makes her a celebrity. However, with her debut album, Jennie breaks free of all boundaries imposed on her to bloom as an artist.

Ruby, which is also her middle name, was released on March 7, 2025. Marking her first major release since her departure from YG Entertainment, the album, consisting of 15 tracks, solidifies the idea that Jennie, like other BLACKPINK members, was being held back artistically by her former agency.

The most enjoyable aspect of *Ruby* is its playful cohesiveness, which is preserved despite its genre diversity. Its 41-minute-long runtime does not feel insipid at all. Jennie's personality is engraved at the album's centre; even with many exciting features being present, her distinct voice remains vivid. Bold, ambitious, and genuine – these three words perhaps best describe *Ruby*.

Vocal features and rap are pleasantly blended in this album. One of the album's highlights, "ExtraL", featuring the Grammy-winning rapper Doechii, showcases this



blend while focusing on hip-hop. Among other features, "Love Hangover" with Dominic Fike is also a groovy and fun highlight. "Handlebars", featuring Dua Lipa, on the other hand, falls a bit short of delivering the same excitement. Nonetheless, it does not hinder the overall excellence of the album.

"Zen", for me, stands as the boldest track on the album, and its music video, directed by Cho Gi-seok, stands as an artistic masterpiece. Even though the lyricism in "Zen" could've been more standard, its other powerful aspects have secured the track as

my personal favourite of the album.

Jennie's pen game in the album was probably one of its only inconsistent parts. Some tracks boast skillful displays of lyricism while others range from being just okay to being repetitive.

Overall, as a debut album, *Ruby* is simply marvellous. Exceeding expectations, it doesn't feel incomplete even with its short-length songs. *Ruby* sets optimistic eyes on Jennie's career as she takes on greater heights in the music industry, and I have a feeling she won't disappoint.

OPPORTUNITIES



Ollyo – Artist/ Designer (Entry level)

ELIGIBILITY

Strong portfolio showcasing your design or artistic skills.

Proficiency in design tools and software.

Excellent communication and teamwork skills.

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DEADLINE: NOT MENTIONED



Banglalink – Digitalyst

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Basic knowledge of Microsoft Office, Digital Business.

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DEADLINE: NOT MENTIONED

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