

IVE Unveils Bold New Chapter with "XOXZ"

K-Pop Superstars Blend Hip-Hop Edge with Signature Pop Elegance



Seoul, South Korea Aug 27, 2025 ([IssueWire.com](https://www.issuewire.com)) - Global K-pop phenomenon IVE has released their highly anticipated new single "XOXZ," the title track from their fourth EP *IVE SECRET*. The track, whose title stands for "I love you, good night. See you in my dreams," marks a sonic evolution for the six-member group, blending sultry hip-hop production with their trademark confident pop style.

Released August 25, 2025, "XOXZ" showcases IVE's artistic growth through its minimalist trap beat layered with 808 bass hits and atmospheric vocals. The song represents a departure from their previous ethereal pop sound, embracing a darker, more mature aesthetic while maintaining the group's empowering message. Notably, member Jang Wonyoung co-wrote the lyrics, infusing the track with personal authenticity from the group's perspective.

The release caps an extraordinary year for IVE, who have rapidly ascended to global prominence since their December 2021 debut. The group recently swept four awards at the 2025 K-World Dream Awards, including the coveted Daesang (grand prize), and made history as the first K-pop girl group to perform full sets at European Lollapalooza festivals. Their previous singles "Love Dive" and "After LIKE" each surpassed 400 million Spotify streams and earned multiple Song of the Year awards.

"XOXZ" arrives as part of the six-track *IVE SECRET* EP, which explores themes of confidence, desire,

and nocturnal allure. The collection features diverse B-sides ranging from the anthemic pre-release singles "Rebel Heart" and "Attitude" to moody cuts like "Wild Bird" and "Midnight Kiss," with member Liz contributing to songwriting on the latter.

Looking ahead, IVE will showcase "XOXZ" at Rock in Japan Festival (September 15), Music Bank in Lisbon (September 27), and the Fact Music Awards in Asia, further cementing their global presence.

Stream "XOXZ" now: <https://open.spotify.com/track/3L9KMc8ImDXgDYKwdqq01V>

Watch the music video: <https://www.youtube.com/watch?v=B1ShLiq3EVc>

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