

ENHYPEN

From rookies on the reality show, I-Land to global superstars known around the world.

“THEY WERE, IN A WAY, CHOSEN TO BE WHERE THEY ARE, AND EXPERIENCED FIRST-HAND HOW NOTHING COMES FOR FREE IN LIFE.”

NME, 2023

“DESPITE CLIMBING THE RANKS AS ONE OF THE MOST POPULAR AND CONSISTENT FOURTH GENERATION K-POP GROUPS, ENHYPEN’S DYNAMIC REMAINS STEADY AND GROUNDED...”

TODAY, 2024

“...EVEN THEIR NAME AND LOGO, A PLAY ON ‘HYPHEN’, IS EMBEDDED WITH A DIRECTIVE – ‘COME TOGETHER TO CONNECT, DISCOVER AND GROW’.”

DAZED, 2023



**“WITHOUT ENHYPEN, THERE IS NO ENGENE;
WITHOUT ENGENE, THERE’S NO ENHYPEN,
EITHER.” -JAKE**

**“IT’S SUCH A KEY THING BETWEEN ONE PERSON AND
ANOTHER, RIGHT? I THINK DESTINY IS WHAT BROUGHT
US SEVEN MEMBERS TOGETHER.” -SUNG-HOON**

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**“I ASPIRE FOR ENHYPEN TO BE REMEMBERED AS A GROUP THAT LEFT
MANY MARKS IN THE K-POP SCENE WITH EACH MEMBER SPENDING THEIR
BRIGHTEST AND MOST BRILLIANT MOMENTS TOGETHER...” -LEE HEE-SEUNG**

**“WE ARE ARTISTS WHO PRESENT MUSIC THAT
LEAVES AUDIENCES WANTING MORE.” -NISHIMURA**

Enhypen (엔하이픈) (エンハイプン) is a South Korean boy band formed by Belift Lab. The group was formed through the 2020 survival competition show I-Land. The group consists of seven members: Heeseung, Jay, Jake, Sunghoon, Sunoo, Jungwon, and Ni-Ki. They debuted on November 30, 2020, with the extended play (EP) Border: Day One.

The name Enhypen was introduced during the live broadcast of the final episode of I-Land. Etymologically, the group derives their name from the hyphen symbol (-), representing "Connection, Discovery, & Growth". Similar to how a hyphen connects different words to create new meanings, Enhypen aims "to come together to connect, discover and grow together to form a new act".

“WE’RE A TEAM,...SO WE TRY TO SHOW A LOT OF DIFFERENT SIDES TO OURSELVES IN EACH ALBUM,...” -JAY

Ahead of their debut, the group accumulated over one million followers on social media platforms TikTok, X, YouTube, Instagram, and V Live. On November 4, Border: Day One was announced to have amassed over 150,000 pre-orders within two days, surpassing 300,000 copies by November 21.

On December 4, Enhypen officially made their live debut on KBS' Music Bank, performing "Given-Taken". Border: Day One charted at number 39 on the Japanese Oricon 2020 Yearly Album Chart and at number two on the South Korean Gaon Album Chart, having sold 318,528 copies in one day domestically and becoming the highest-selling album by a K-pop group that debuted in 2020.

“I DON’T REALLY HAVE ANY REGRETS. I DO THIS JOB BECAUSE I WANT TO...,” -JUNG-WON

Their second extended play, Border: Carnival, was announced on April 5 in conjunction with lead single "Drunk-Dazed". On April 8, it was announced that EP pre-orders had surpassed 370,000 copies in three days.

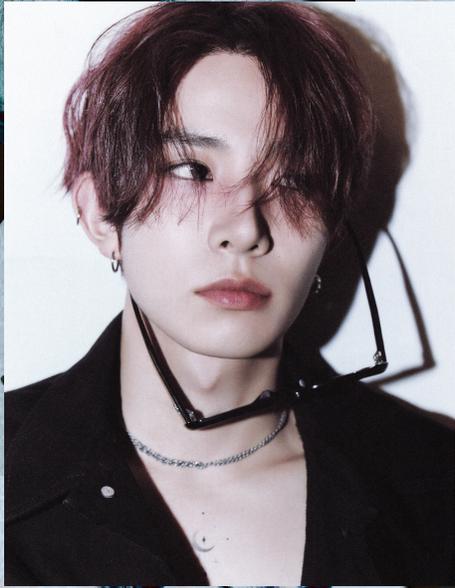
Following the release of Dimension: Dilemma on October 12, the album placed first on the Oricon Album Chart in Japan and Gaon Album Chart in Korea. On October 25, Dimension: Dilemma debuted at number 11 on the Billboard 200, surpassing their previous peak with Border: Carnival.

It was announced on January 20 that the group set a record for the most entries on Billboard's Hot Trending Songs Weekly, with six songs. On June 14, Belift announced that Enhypen would be releasing their third extended play, Manifesto: Day 1. The EP became their second million-selling album and made them the fastest K-pop group to achieve two such albums.

On October 15, Belift announced that Enhypen would be releasing their fifth extended play, Orange Blood after Dark Blood. Enhypens second studio album Romance: Untold was released on July 12, 2024.

“WE’RE TOGETHER PHYSICALLY 24/7 AND WE DO ALMOST EVERYTHING TOGETHER SO WE’VE FORMED A STRONG RELATIONSHIP.” -SEON-WOO

ENHYPEN



ENHYPEN

MEET THE

MEMBERS

Lee Hee-seung

Jay Park

Jake Sim

Kim Seon-Woo

Yang Jung-Won

Nishimura Riki

Sung-hoon
Park

HEESEUNG

Stage name – Heeseung
Birthday – October 15th, 2001
MBTI – ESTP (2023)

On June 1, 2020, Heeseung (희승) (ヒスン) was introduced as a contestant in the CJ ENM and Big Hit Entertainment reality survival show I-LAND. He was a trainee from Big Hit Entertainment (now known as Big Hit Music). On September 18, 2020, he ranked 5th place (1,137,323 votes) by global votes and became a member of the boy group Enhypen. On November 30, he debuted in Enhypen with the release of their first mini album Border: Day One.

I-LAND revealed that he had been a trainee for three years and one month prior to the show, he even trained with some TXT members. Before training Heeseung was born in Uiwang, Gyeonggi-do, South Korea where he graduated from Gwangnam High School.

Heeseung desired for his debut after years of training and a dream of singing since the age of 6. Originally applying to art school, and later failing, Heeseung lacked the confidence to carry out his dream of performing. Spontaneously after failing his exam he got casted by multiple companies (6 in total). He accepted the casting for one company, BigHit Entertainment.

During training and after debut he learned some skills on the side such as; perfect pitch, understand/speak conversational English, play the guitar and piano, and expand his music genre knowledge.

Heeseung does not have a distinct position in Enhypen but can be labeled as a visual. He has developed some experience with both songwriting and song composing by collaborating with the other members on EPs and albums. He was the first member to receive producer credit within the group.

Music interests expand from R&B to Indie with specific artists like BTS and MiSO mentioned. From having a funny personality to being a perfectionist Heeseung always desires to be a big brother for his other members and does what's best for the group and Engenes (fandom name).

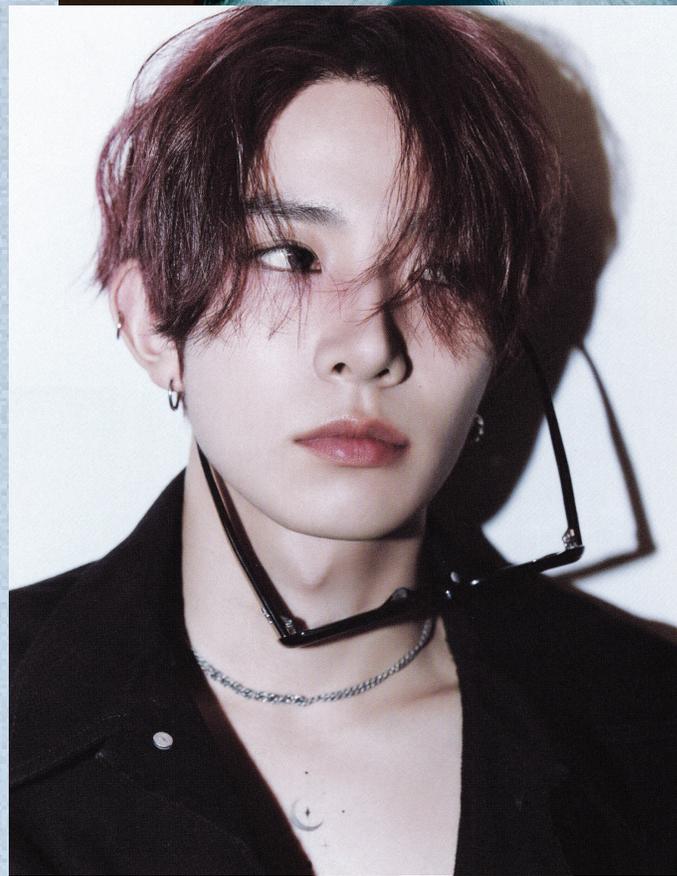
Heeseung, along with Jay, are now ambassadors of Pomellato (an Italian jewelry brand) as of March 2024 and the entire group of Enhypen have become ambassadors for Prada in June 2023.

Heeseung, just like every member, strives to do better and become a rolemodel to the people who support him.



“I WANT TO BE SOMEONE WHO IS ALWAYS INSPIRING. I WANT CERTAIN THINGS OF ME TO INSPIRE ENGENE AND ENCOURAGE THEM TO BE MORE AWESOME.”

**ENHYPEN BORDER : CARNIVAL COMEBACK
INTERVIEW 2021, WEVERSE**



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JAY PARK

Stage name – Jay
Birthday – April 20th, 2002
MBTI – INTP (2023)

On June 2, 2020, Jay (제이)(ジエイ), along with other trainees via Twitter was revealed as an I-LAND contestant. It was also revealed he had been a trainee for two years and eleven months through his former agency and at the LP Dance Academy before becoming a contestant.

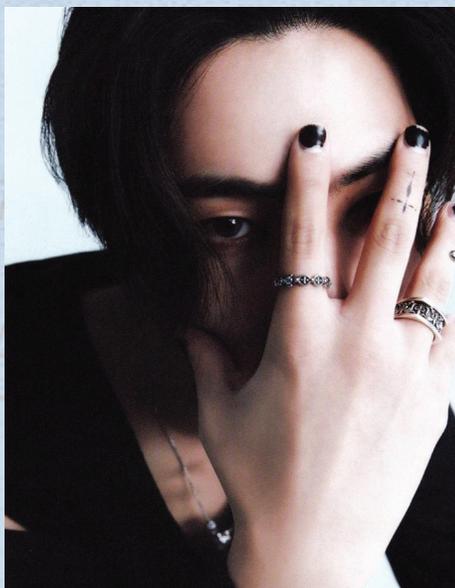
On September 18, 2020, he ranked 2nd place (1,182,889 votes), becoming a part of the official lineup of Enhyphen. He is considered the main rapper, lead dancer, and vocalist of the group.

Though Jay has lived the majority of his life in South Korea his hometown is Seattle, Washington, U.S.. He moved to Korea when he was 9 years old and graduated from Hanlim Multi Arts High School where he focused on dance.

Jay was streetcasted by SM Entertainment but doubted what he saw himself doing in the future. Though he had support he lacked inspiration and drive. All he knew was that he wanted to make an impact in something. He trained with some NCT members before transferring to BigHit Entertainment after they were looking for new trainees.

The members describe Jay as energetic, funny, and their driving force for motivation. He thrives off of other peoples happiness and excitement. Being open-minded from traveling and taking interest in learning new cultures has allowed Jay to enjoy the little things in life.

Some hobbies and skills that Jay has learnt along the journey of debuting are; conversational Japanese, cooking, fashion, and guitar. He has started participating in the production of Enhyphen music. He is the second member in Enhyphen to have songwriting credit on their songs.



“THERE WAS A TIME I FELT DRAINED BOTH MENTALLY AND PHYSICALLY DUE TO OUR RIGOROUS SCHEDULE, BUT I WAS ABLE TO GET BACK UP WITH THE CONFIDENCE TO DO EVEN BETTER AFTER DISCUSSION AND RECONNECTING WITH THE MEMBERS.”

SAY HELLO TO ENHYPEN 2021, BRITISH VOGUE

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The members describe Jay as energetic, funny, and their driving force for motivation. He thrives off of other peoples happiness and excitement. Being open-minded from traveling and taking interest in learning new cultures has allowed Jay to enjoy the little things in life. He also coasts through life knowing that him and the other members will make mistakes and learn from them.

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Jay has become an ambitious and confident individual who wants to partake in Enhypens fashion, writing, and growth. He consistently finds ways to connect with Engenes around the world.



Stage name – Jake

Birthday – November 15th, 2002

MBTI – ISTJ (2023)

On June 1, 2020, Jake (제이크) (ジェイク) was introduced as a contestant in the CJ ENM and Big Hit Entertainment's reality survival show I-LAND. He trained for 9 months prior to the survival show. He was admired by many trainees and mentors by his drastic improvement in such a short time.

On September 18, 2020, he ranked 3rd place (1,179,633 votes) by global votes and became a member of the boy group Enhypen. He personally felt like he lacked in skill compared to the other trainees and still can't comprehend why he was chosen to debut.

Jake was born in Seoul, South Korea but raised in Australia since he was nine years old. Graduating from Edge Hill State School and Dwight School Seoul. Him and his family occasionally visited South Korea which was partially the motivation for his global audition.

He took a giant leap when he decided to move by himself to South Korea in 2019 in hopes of debuting. After his mother told him about the iconic BTS performance at the AMA's, which broke a barrier for K-Pop, he immediately took interest in music. He thought that the fastest way for him to debut would be through a survival show, I-Land.

Jake is the main narrator for Enhypen since he's fluent in English and he's also considered the vocalist, dancer, and rapper. He makes the other members feel at ease from his humor, advise, and energy. He strives to make Engene happy and excited for the groups new EPs, albums, and concepts.

Some hobbies and skills that Jake possesses are; playing soccer, table tennis, fishing, and violin. In the future he strives to learn producing so that he can frequently partake and even make his own music. He is the first member of Enhypen to receive lyrical and composition credits with inspiration from rap and hip-hop.

He is currently a ambassador for Tiffany & Co. along with Sunghoon (2024). The Enhypen group are all ambassadors of Dr. Jart +, Peach John, and Dunkin' Philippines.

JAKE SIM

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“I THINK THAT, AS LONG AS I HAVE THIS JOB, EVERYTHING I DO SHOULD BE FOR ENGINE. THERE’S NO CONCERTS WITHOUT THE FANS. THAT’S SOMETHING I THINK ABOUT A LOT.”

ENHYPEN BORDER : CARNIVAL COMEBACK INTERVIEW 2021, WEVERSE



PARK SUNG-HOON

Stage name – Sunghoon
Birthday – December 8th, 2002
MBTI – ISTJ (2023)

On June 1, 2020, Sunghoon (성훈, ソンフン), along with other trainees, via Twitter was revealed as an I-LAND contestant. It was also revealed he had been a trainee for two years and one month. Prior to becoming a trainee Sunghoon was formally a figure skater from 2010–2019. Winning two international advanced novice competitions, Asian Figure Skating Trophy and Lombardia Trophy. These awards created a reputation and fanbase for Sunghoon that supported him through trainee competitions.

On September 18, 2020, he ranked 6th place (1,088,413 votes), becoming a part of Enhypen while being nicknamed the Ice Prince of the group. He was chosen as #1 in visuals during the show.

In 2018, Sunghoon became a trainee at BigHit Music after being scouted while figure skating. Through the social platform Instagram, Sunghoon received a direct message for the I-Land casting. He retired from skating to pursue a new passion that gave him no guarantee of a debut.

Luckily fate was on Sunghoons side, unlike many. After training for years, he believes that his conviction has strengthened upon the idea of destiny and serendipity after realizing that many individuals never get the chance to debut despite their talents. He still believes that at the end of the day, your future is a result of your own choices and effort, yet can't help but think that there's something else intertwined.

In September 2021, Sunghoon was announced as the new host for Korean television program Music Bank with Wonyoung of Ive which gained attention for not only himself but also his group.

He has appeared in web dramas such as; Mimicus (2022) and Dark Moon: The Blood Altar (2022). Recreating movie scenes for comedy has granted Sunghoon an opportunity to get more into acting with potential cameos and roles in the future.

On April 30, 2024 Sunghoon and Jake were announced as regional South Korea and Japan 'friends of the house' ambassadors for Tiffany & Co. On May 31, 2024, Sunghoon was announced as the exclusive model for South Korean cosmetics brand Hince. On September 30, 2024, hair care brand L'Oreal Paris named Sunghoon as its latest ambassador.

Sunghoon hopes to improve his ability to get in the flow of the performance, as well as his singing, dancing, striking poses, and facial expressions. He has realized that with experience comes improvement, and he hopes to continuously improve for Engene. He desires to help the group gain more attention and support from newcomers.

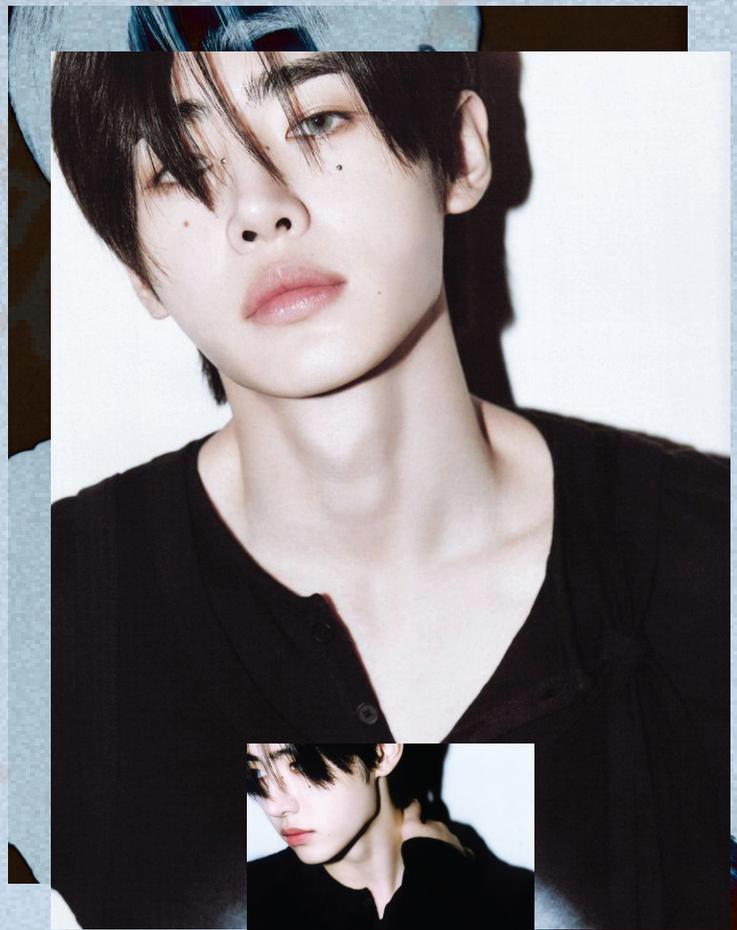
“WHAT MAKES DESTINY EVEN MORE INTERESTING IS THAT IT IS MOSTLY OUT OF OUR CONTROL,...”

MEET ENHYPEN 2023, NME

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Stage name – Sunoo
Birthday – June 24th, 2003
MBTI – ENFP (2024)

On June 1, 2020, Sunoo (선우, ソウ) was revealed as an I-LAND contestant. It was also revealed he had been a trainee for ten months which caused people to doubt his skills from the scarcity of time.

On September 18, 2020, he ranked 8th place (935,771 votes), but he was chosen by the producers as a wild card. Originally, I-LAND was supposed to choose seven contestants, but Sunoo was an exception since he presented the potential for success within the new group. He ranked 1st multiple times during I-LAND by global votes.

Sunoo was a trainee that got casted from another company through a global audition. The first section that Sunoo was in for the global audition was composed of 200 contestants (Jake was in the second section of contestants), all of who had the potential to be chosen for I-LAND.



Sunoo's passion for performing branched from an early age by singing in elementary school and being suggested to partake in music shows and TV programs to auditioning multiple times hoping to get a chance. He used to participate in dance clubs and school events to gain the temporary satisfaction of fame he desired.

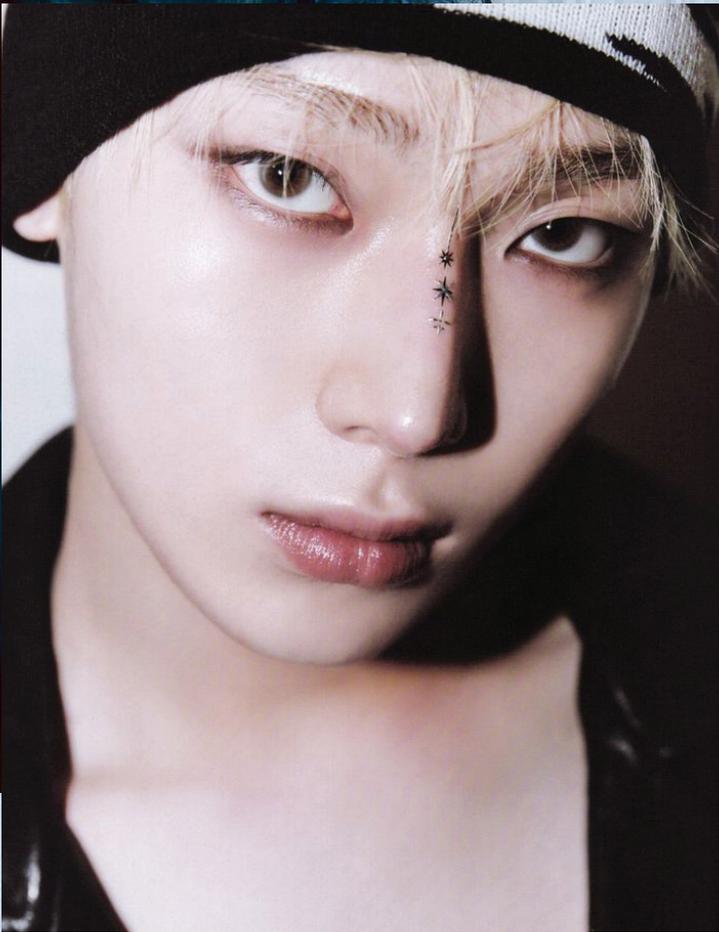
Before I-LAND, Sunoo learned piano and Hapkido (black belt). During training, he developed the talent to learn songs quickly and maintain his true personality on and off stage.

Sunoo is a unique member of Enhyphen because he may look intimidating but in reality, he is funny, sensitive, and sassy. He takes pride in his visuals and tries his best to fit in and take on the fictional characters that Enhyphen's storyline portrays throughout their albums and EPs.

Sunoo is the only member of Enhyphen that strongly engages with his feelings which means that he not only makes sure that Engene is doing okay but also the group as a whole. Sunoo takes pride and heavy interest in physical health, going so far as to purchasing and giving vitamins to all the members as needed.

Over the course of time, Sunoo has realized his strengths and weaknesses while adjusting to fame and all the uncontrollable elements that come with it. The members of Enhyphen help keep him grounded by listening to his opinions and offering theirs towards hate and pressure. Reminding Sunoo that at the end of the day, their career is supposed to be fun and filled with memorable memories.

SUNOO
KIM
SEON
WOO



“WE CAN’T ALWAYS BE WITH ENGENE, AND REALISTICALLY, THERE COULD COME A DAY WHEN THEY WON’T BE ABLE TO BE WITH US EITHER, BUT I CHOOSE NOT TO THINK ABOUT THAT. WHEN IT COMES TO ENGENE OR ANYONE ELSE I HOLD DEAR, HAVING FAITH IN THEM AND IN THE PRESENT IS BEST FOR ME AS WELL AS FOR THEM,...”

ENHYPEN ROMANCE: UNTOLD -DAYDREAM- COMEBACK INTERVIEW 2024, WEVERSE

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YANG JUNGWON



Stage name – Jungwon
Birthday – February 9th, 2004
MBTI – ISTJ (2023)

On June 2, 2020, Jungwon (정원, ジョンウォン) was introduced as a contestant on the reality survival show I-LAND. He trained for one year and four months before the show.

On September 18, 2020, he ranked 1st place (1,417,620 votes) by global votes and became one of the members of the boy group Enhypen. Since Jungwon won 1st place it resulted in him becoming the leader of the group despite not being the oldest among the other 6. Heesung was runner-up as leader but he personally felt not fit for the role.

Jungwon started training while he was in middle school yet realized that his passion to become an idol was diminishing as a result of harsh treatment. As a result, he became a trainee for SM Entertainment after being street casted from 2017–2018 but transferred to BigHit Entertainment and trained from 2018–2019 through a friend's recommendation. The mother of Jungwon's friend showed the casting team a photo of Jungwon which led to his audition into the company.

Before training, Jungwon did Taekwondo for 7 years and was an athlete for 4. His current role model is Jungkook from BTS.

Striving to make Enhypen as successful as possible, Jungwon has directed the group to release several successful albums and singles that reached high chart positions in various countries. His leadership sets clear goals for the members and the added artistic abilities allow him to input opinions in group concepts and performances.

ENGINE, thank you

“NOT LISTENING CAN LEAD TO MISUNDERSTANDING, BUT IF YOU PUT YOURSELF IN OTHER PEOPLE’S SHOES WHEN THEY TALK, YOU CAN UNDERSTAND THEY THINK DIFFERENTLY. THESE DAYS I FEEL LIKE LISTENING IS MORE IMPORTANT THAN TALKING.”

**ENHYPEN ‘MANIFESTO: DAY 1’ COMEBACK INTERVIEW
2022, WEVERSE**

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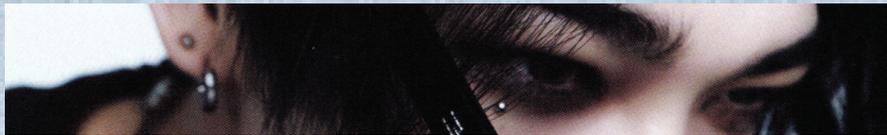
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“I STRIVE TO UPHOLD THE MINDSET I HAD DURING OUR DEBUT YEARS; CONSTANTLY REFLECTING ON WHAT MY ROLE IS AS AN ARTIST.”

“ORANGE BLOOD” INTERVIEW 2024, BAZAAR

NISHIMURA RIKI



Stage name – Ni–ki
Birthday – December 9, 2005
MBTI – ESFP (2023)

On June 4, 2020, Ni–ki (니키, ニキ), along with other trainees via Twitter was revealed as an I–LAND contestant. It was also revealed he had been a trainee for eight months prior to the show.

On September 18, 2020, he ranked 4th place (1,140,718 votes), becoming a part of the official lineup of Enhypen. He was also named the best dancer out of all the contestants which resulted in him having the position as main dancer in the group and being nicknamed 'dance prodigy'.

Ni–ki was born in Okayama, Japan and later moved to South Korea alone at age 13 to become a trainee. Before becoming a trainee, Ni–ki hosted his own workshops at LEAD Entertainment, a dance studio owned by Ni–ki's family. Previously to I–LAND Ni–ki was in a group called SHINee Kids, where he was a Key through 2016-2017. He has danced with SHINee for multiple stages.

He started dancing to Michael Jackson alone at age 3. Then, he went to a dance academy when he was 5 where he learned dance and ballet. His background in dance has gifted him the skill of learning new choreographies in only half an hour.

After auditioning two times; once in the 2018 BigHit Global Audition with K-pop Cover Dance Festival and one in South Korea in 2019 he successfully passed and joined Belift Lab when he was 13.

Ni–ki's personality is charismatic and playful from pulling pranks on the other members to purposely making eye contact with Engenes at concerts to feel more connected with them. He is a perfectionist which means he takes performances and concepts seriously and has a hard time feeling satisfied. Jungwon has identified the behaviors that Ni–ki portrays when he's not satisfied with a performance and has not come to terms with it.

There is also a side to Ni–ki that is shy and caring. During his training days, he used to send a photo every day to his parents so that they wouldn't need to worry about him, to reassure them that he was okay. Ni–ki also likes spending time with the members and giving them his attention. He used to room with Sunoo and expected him to keep him company. The other members, who are all older, are very proud of Ni–ki and his talents and describe him as more mature than expected for his age.

Many idols and hosts are impressed with Ni–ki's talents such as; J–Hope from BTS, Seventeen's The8, Doobu, and BigHit Entertainment choreographer Son Sungdeuk.

“THE DIVERSE EXPERIENCES AND EXPOSURES I GOT THROUGH PARTAKING IN I-LAND IGNITED AN EVEN STRONGER DESIRE FOR THE STAGE, WHICH STILL PERSISTS TODAY.”

“DARK BLOOD” INTERVIEW 2023, BUZZFEED

(Additional information about Ni-ki would be inserted here) On June 4, 2020, Ni-ki (니키, ニキ), along with other trainees via Twitter was revealed as an I-LAND contestant. It was also revealed he had been a trainee for eight months prior to the show. On September 18, 2020, he ranked 4th place (1,140,718 votes), becoming a part of the official lineup of Enhypen. He was also named the best dancer out of all the contestants which resulted in him having the position as main dancer in the group and being nicknamed ‘dance prodigy’.

Ni-ki was born in Okayama Prefecture, Japan and later moved to South Korea alone at age 13 to become a trainee. Before becoming a trainee, Ni-ki hosted his own workshops at LEAD Entertainment, a dance studio owned by Ni-ki’s family. Previously to I-LAND Ni-ki was in a group called SHINee Kids, where he was as Key through 2016-2017. He has danced with SHINee for multiple stages. He started dancing to Michael Jackson alone at age 3. Then, he went to a dance academy when he was 5 where he learned dance and ballet. His background in dance has gifted him the skill of learning new choreographies in only half an hour. After auditioning two times; once in the 2018 BigHit Global Audition with K-pop Cover Dance Festival and one in South Korea in 2019 he successfully passed.



Title font

Siro Heavy, size depends on title, 177.6 pt. leading

Subtitle (quote) font

Siro Bold Italic, 19 pt., 22.8 pt. leading

Body font

Futura PT, Book, 14 pt., 16.8 pt. leading

Color palette (Colors are used in their albums)

(Border) Background – C 18, M 7, Y 2, K 0

(Romance) Title and subtitle – C 29, M 98, Y 88, K 32

(Border) Body – C 90, Y 83, M 47, K 53

(Dilemma) Background writing – C 0, M 78, Y 100, K 0

Effects and textures used

Grain, each members hand writing, and an inverted image of one or two profile photos displayed on each page. (multiply 10–15%)

Photo references

Hype Insight, Enhypen Exhibition “Unseen”, 2024

Quote references

Weverse comeback interviews, Weverse magazine

Enhypen’s new album “Orange Blood”, Bazaar

Meet Enhypen, NME

Enhypen ride high, Dazed

“Dark Blood” interview, BuzzFeed

Enhypen ‘Manifesto: Day 1’ comeback interview, Weverse

Say hello to Enhypen, Vogue

Enhypen Romance: Untold -daydream- comeback interview, Weverse

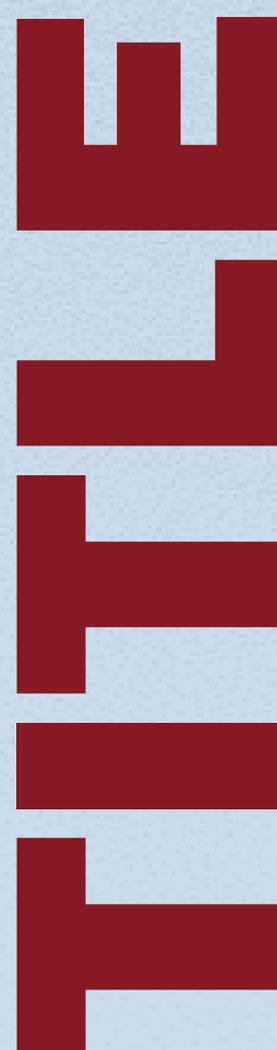
Bio information references

About Enhypen, official Wikipedia page

About each member, Wikipedia and various fan websites

(Insert image here)

ENGINE



**“INSERT QUOTE HERE
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