

Best K-Pop Music Videos of 2025

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5. "Gabriela" by KATSEYE

"Gabriela" delivers 2025's smartest music video by turning telenovela tropes into commentary. KATSEYE takes the melodrama of Spanish-language soap operas and uses it to address how fans pit members against each other. Actress Jessica Alba plays a retiring CEO choosing her successor, while the six members fight in exaggerated scenes that mock competition narratives. The video captures the intensity and passion of Latin culture through vibrant colors, particularly red, which appears throughout as a visual thread connecting drama and emotion. The production doesn't just reference telenovelas; it commits fully to the format with dramatic acting and over-the-top confrontations. What makes this video stand out is how KATSEYE reclaims the narrative. By playing into the "catfight" concept so dramatically, they expose how ridiculous it is. The cameos from Jessica Alba and fashion model and musician Soo Joo Park add legitimacy, while the members prove they can all be "Gabriela" without diminishing each other.

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