



Figure 1: TREASURE WORLD TOUR

Treasure (Korean: 트레저; Japanese: トレジャー; stylized in all caps) is a South Korean boy band formed in 2019 by YG Entertainment, through *YG Treasure Box* (2018–2019); and consists of 10 members: Choi Hyun-suk, Jihoon, Yoshi, Junkyu, Yoon Jae-hyuk, Asahi, Doyoung, Haruto, Park Jeong-woo, and So Jung-hwan. Its former members, Mashiho and Bang Ye-dam, departed from the group in November 2022. Treasure debuted with the single album *The First Step: Chapter One* (2020)—the first in a tetralogy of albums that collectively sold over one million copies in five months.

1.0 HISTORY

1.1 2017–2019: Formation and pre-debut activities

Following the establishment of YG Entertainment's representative boy bands BigBang (2006), Winner (2014), and iKon (2015), news of their next creation, circulated as early as 2017. *K-pop Star 2* (2012–2013) runner-up, Bang Ye-dam, headlined reports as a member of the provisional ensemble—cited as the label's youngest male act thus far compiled of trainees aged 15–17 on average with four to five years of training; however, a survival reality program was instead planned to aid its formation. Latent candidates were seen in *Stray Kids* (2017), most notably Bang and *K-pop Star* (2011–2012) entrant, Choi Rae-sung. The label documented its creation in the series *YG Treasure Box* (2018–2019) and unveiled twenty-nine trainees, whom were gradually eliminated as the show advanced. The finale finalized: Haruto,

Bang Ye-dam, So Jung-hwan, Jun-kyu, Park Jeong-woo, Yoon Jae-hyuk, and Choi Hyun-suk, under the name, Treasure. The agency unveiled a second line-up of trainees in January 2019 inhering: Ha Yoon-bin, Mashiho, Doyoung, Yoshi, Jihoon, and Asahi under Magnum. The two were collectively to be called Treasure 13; however, Ha's departure to pursue a career as a soloist, resulted Treasure and Magnum to merge into one definite band, adopting the name, Treasure.

Several attained stints in entertainment since childhood; including Junkyu, whom started as a child model, Bang Ye-dam recorded for animated shows, and So Jung-hwan shortly starred as a child actor, enlisted in the Taekwondo demonstration team K-Tigers, and won awards with the team. Mashiho starred in Akdong Musician's (AKMU) *Spring of Winter*, and Choi Hyun-suk and Junkyu competed on *Mix Nine* (2017–2018), finishing in fifth and thirty-fifth, respectively. Bang was first among the dozen to be accepted in June 2013, after the conclusion of *K-pop Star 2* (2012–2013). Mashiho was scouted that year as its second recruit through an audition held by YG Japan, followed Junkyu in 2014, Choi and Doyoung in 2015, and Jihoon in 2016 through private auditions gained by their respective academies. So, the youngest member, was cast less than a year prior to the broadcast of *YG Treasure Box* (2018–2019), Yoon was street cast and joined the label a few months ahead it aired, and its final member, Asahi joined within the same time frame.

1.2 2020–present: Debut with *The First Step* tetralogy, reformation, and Hello Tour

In January 2020, Treasure was re-introduced to the public with pictorials and performance videos for "Going Crazy" (미쳐가네; *michyeogane*)—first disclosed on *YG Treasure Box* (2018–2019), and co-written by label-mate Mino of Winner—amidst others, and variety programs including *Treasure Map*. BigBang was used as a blueprint with plans to release new music 3–4 times until year end, as their senior label-mate had with single albums when they debuted in 2006. Bang Ye-dam also became the first amongst the twelve to release solo material with the digital single, "Wayo" (왜요; *waeyo*) in June. Notably, label-mates Kang Seung-yoon of Winner and Lee Chan-hyuk of AKMU, participated in its production. "Wayo" peaked at number 10 on the *Billboard* World Digital Song Sales chart and entered *Billboard* Korea K-pop Hot 100 at number 98. Treasure became the fastest Korean act to chart on the *Billboard* Social 50 and remain in it for six consecutive weeks prior to their debut, and peaked at number 3 on August 29. The twelve also amassed an estimated figure of 1.49 million subscribers on its YouTube channel, ahead in advance.

Treasure debuted on August 7, 2020, with the single album, *The First Step: Chapter One*, the first installment of *The First Step* series. It garnered a total of 170,000 pre-orders ahead of its release,^[27] debuted atop the Circle Album Chart (formerly Gaon) after, and was certified platinum by the Korea Music Content Association (KMCA), becoming their first-ever certification. The music video for its titular single, "Boy", received a "record amount of money" for its creation, and surpassed 10 million views in 26 hours and 20 million views in six days on YouTube. It also became their first to reach 100 million views on the platform. Treasure commenced with promotions on August 9 with their first broadcast on *Inkigayo*. The second installment was released on September 18 and placed second on the Circle Album Chart. The lead single, "I Love You" (사랑해; *saranghae*), topped Rakuten Music for the month of September with less than two weeks of tracking. The third installment and its release on November 6 included the B-side "Orange" (오렌지; *olenji*), the group's first self-written song, created by Asahi. Concluding *The First Step* series, their first studio album was released on January 11, 2021. It marked their third number one on the Circle Album Chart and debuted atop for the month of January. The series ended with over 710,000 copies sold in three months and one million in five months, earning the band multiple awards, including their first at the Asia Artist Awards. Treasure were also dubbed as the "fastest growing K-pop act" in the world of 2020 by Twitter, ranking above Tomorrow X Together, Stray Kids, and Iz*One, amongst others.

Treasure lent their voices to the soundtrack of the TV Tokyo Japanese anime, *Black Clover*. First revealed on January 5, 2021, in the anime itself, the song also served as the band's first original Japanese release. It was digitally released as two versions on January 22 and February 14, respectively; where the full version of "Beautiful" entered the *Billboard Japan* Hot 100 chart at number 58, and the *Billboard* World Digital Song Sales chart at twenty-third. In commemoration of *Black Clover*'s final episode, the full version was aired at the request of its director. Their Japanese debut album, sharing a title with their first full-length album, was released on March 31. It included the Japanese versions of all their Korean releases to date, with the group's newest single, "Beautiful", and the accompanied music video. The album debuted and consecutively charted at number one for four days on the Oricon Daily Chart, and debuted atop the weekly chart with over 57,000 sales in its first week. The band first appeared on terrestrial broadcast in Japan with the Nippon TV music program *Buzz Rhythm*, where they performed the Japanese version of "Boy", in conjunction to their official debut in the country

YG Entertainment revealed a prelude of "The Second Step", on New Year's Day. It heralded *The Second Step: Chapter One*, the group's first extended play (EP), released on February 15, 2022. 600,000 copies were pre-ordered in eight days, and sold 700,000 copies in three after its release, a personal best. Its titular song, "Jikjin" (직진), obtained ₩500,000,000 (\$420,000) for the music video, and amassed 10 and 20 million views in 21 hours, and under three days, also career highs, rising five times faster. It gained their first music show trophy on *Show Champion*, and earliest entry on Circle Digital Chart. Its B-side, "Darari" (다라리), found success on TikTok, reaching 500 million views with over one million uploads, and was one of the most "shazamed" and streamed K-pop songs of 2022 on Apple Music and Spotify. The sophomore EP and the lead single, "Hello", was released on October 4. Bang Ye-dam and Mashiho, who went on hiatus in May to pursue studies in music and recuperate in health, were absent; both departed in November. The Japanese version became their first project to be certified gold by the Recording Industry Association of Japan (RIAJ). They embarked on their first arena tour in Japan that month—the largest initial tour to be held in the country by a Korean act, wherein over 300,000 attendees gathered—and was later extended to an Asia tour dubbed, "Hello", in correlation to its latest release.



Figure 2: Bang Yedam and Mashiho

1.3 2023–present: "Here I Stand"

The 10-piece ensemble reunited with the *Black Clover* franchise for its theatrical soundtrack with "Here I Stand". Its digital single, became their first-ever number one hit on the *Billboard Japan* Hot 100, and their first platinum certification by the RIAJ, when the song was integrated into a single album of the same title

REFERENCE

Wikipedia contributors. (2023). Treasure (band). *Wikipedia*.
[https://en.wikipedia.org/wiki/Treasure_\(band\)](https://en.wikipedia.org/wiki/Treasure_(band))