# Yungblud opens up on reclaiming creative control and overcoming personal struggles



In a recent intimate reflection, English singer-songwriter Yungblud, born Dominic Harrison, has revealed his journey through personal struggles and professional challenges, culminating in a renewed sense of creative control and physical wellbeing. Known for his energetic presence and anthemic rock sound, the 27-year-old artist shared insights into his evolving career and mindset ahead of his latest releases.

An emotional encounter with a fan occurred in March 2025 in Amsterdam, where Yungblud was approached by a tearful admirer who expressed how his music had saved her life. In response, Harrison emphasised the individual's own strength, telling her, "Maybe the music was the soundtrack, but you saved your own life, OK?" This moment, which later went viral on social media, encapsulated a theme central to his life: the importance of self-empowerment. He noted that while influential musicians like David Bowie and My Chemical Romance had inspired him, ultimately personal resilience must come from within. "Richard Ashcroft didn't tell me I was ready to face the day. I said that to myself," he explained, referencing his morning ritual of listening to The Verve's "Lucky Man."

Yungblud's career has seen significant highs, including two number one albums and an international following. However, the singer acknowledged that there were difficulties beneath these successes. His last album, released in 2022 and self-titled, debuted at number one in seven countries but quickly fell out of the Top 30 charts, signalling a devoted but somewhat niche fanbase. Harrison expressed dissatisfaction with this record, saying, "It was a good album, but it wasn't exceptional." He attributed this to pressure from his record label to pursue a more commercial sound, which he felt compromised his artistic integrity by diluting the raw, unfiltered energy that characterised his earlier work.

His latest singles demonstrate a deliberate reclaiming of that original spirit. The comeback track "Hello Heaven, Hello" is an expansive nine-minute piece featuring intense guitar solos and vocal acrobatics, designed to defy commercial radio formats. Harrison reflected on the production process, noting resistance from industry insiders: "My advisor at the time, a guy called Nick Groff... was like, 'I don't get it'." Despite that, Yungblud insisted that an artist's output should be "exciting and unlimited" rather than a watered-down version of themselves. To foster authenticity, he recorded his new album in a converted Tetley brewery in Leeds, surrounded by trusted collaborators rather than professional songwriters, a stark contrast to the usual major studio environment.

One deeply personal track on the new album, titled "Zombie," tackles Harrison's long-standing insecurities about his body, a struggle he recently opened up about publicly in relation to body dysmorphia and eating disorders. "I always was insecure about my body, and that got highlighted as I got famous," he shared. To confront these challenges, he adopted a disciplined fitness routine centred on boxing, training with South African boxer Chris Heerden. Harrison revealed that boxing serves as a therapeutic outlet: "If someone says something bad about me, I go to the gym, hit the punch bag for an hour and talk it out." The physical transformation has not gone unnoticed by fans, who have dubbed 2025 Yungblud's "shirt-off era," which he describes as "a comeback to all the comments I've had," celebrating "freedom and a sexiness and a liberation."

Aside from his musical pursuits, Harrison has recently consolidated his diverse ventures—including recorded music, touring, a fashion brand, and his annual music festival, Bludfest—into a single company. This strategic move aims to provide greater control and cohesion over his career activities. Bludfest, launched in Milton Keynes in summer 2024, faced logistical issues during its inaugural year, with fans experiencing long queues and shortages of water, leading to some missing performances. Yungblud took full responsibility for the problems, stating he was "backstage screaming" at police and promoters to open more gates and expedite entry. He attributed some of the difficulties to underestimating fan turnout, explaining, "With my fans, there were 20,000 kids at the gate at 10am." For the festival's 2025 edition, he promises improvements, including increased water availability and better crowd management.

Last month, the artist previewed some of his new songs during a fan event in London, offering an early glimpse of his refreshed sound and artistic direction. Yungblud's current phase marks a purposeful shift towards reclaiming authenticity and self-determination, both creatively and personally, as he navigates the complex demands of fame while remaining connected to the fans who have supported him throughout his career.

Source: [Noah Wire Services](https://www.noahwire.com)

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