

From the Slums of Nishinari to the World: NISHIOKA's 'HANAZONO' Hits #3 on iTunes US SSW Chart

"A Japanese-language song born in the streets of Osaka's Nishinari, 'HANAZONO' by NISHIOKA reached #3 on the iTunes US Singer-Songwriter Chart."

OSAKA, ROOM 1-1-1, 29TH FLOOR,
OSAKA EKIMAE DAI-3 BUILDING, JAPAN,
June 6, 2025 /EINPresswire.com/ -- A
Japanese-language song hits #3 on
iTunes US Singer-Songwriter Chart —
without buzz, without backing

In a chart traditionally dominated by legends like James Taylor, Tracy Chapman, and emerging stars like Dean Lewis and Myles Smith, a completely unknown Japanese-language track appeared: "HANAZONO" by NISHIOKA.

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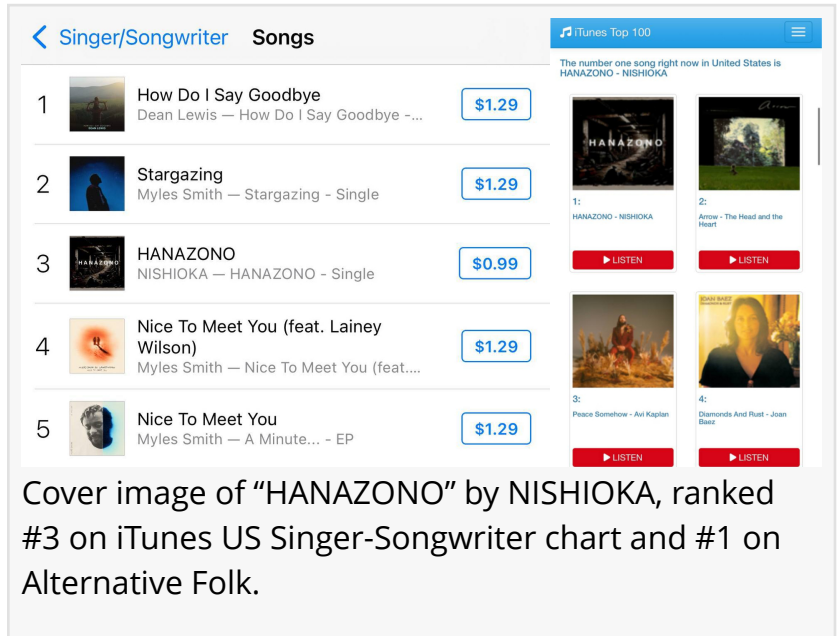
I never expected a song in Japanese, from the streets of Osaka, to be heard across the ocean. But this proves that honest music can travel."

NISHIOKA

Born and raised in Osaka's Nishinari district—an area once known as Japan's largest slum—NISHIOKA is an independent singer-songwriter who wrote HANAZONO as a raw, unfiltered reflection of his roots. Without any viral campaigns or industry support, the track climbed to #3 on the iTunes U.S. Singer-Songwriter Chart, and hit #1 on the Alternative Folk sub-chart, surpassing names like Joan Baez and Avi Kaplan.

From the shadows of Expo 2025 to the sound of reality

While Osaka hosts the 2025 World Expo, showcasing the "future" to the world, HANAZONO quietly delivers a different message—a voice from the past and the present, from the alleys of Nishinari. It is not polished pop. It is not hype-driven. It's a song built on bare language and lived



The screenshot shows the iTunes US Singer-Songwriter chart. At the top, it says "Singer/Songwriter Songs". The chart lists the top 5 songs:

1. How Do I Say Goodbye by Dean Lewis — How Do I Say Goodbye ~... (\$1.29)
2. Stargazing by Myles Smith — Stargazing - Single (\$1.29)
3. HANAZONO by NISHIOKA — HANAZONO - Single (\$0.99)
4. Nice To Meet You (feat. Lainey Wilson) by Myles Smith — Nice To Meet You (feat.... (\$1.29)
5. Nice To Meet You by Myles Smith — A Minute... - EP (\$1.29)

On the right side, there is a section titled "iTunes Top 100" with a note: "The number one song right now in United States is HANAZONO - NISHIOKA". Below this, there are two columns of song covers. The first column shows "HANAZONO - NISHIOKA" as the number one song, with a "LISTEN" button. The second column shows "Arrow - The Head and the Heart" as the number two song, also with a "LISTEN" button. Below these, there are more song covers, including "Peace Somewhere - Avi Kaplan" and "Diamonds And Rust - Joan Baez", each with a "LISTEN" button.

Cover image of "HANAZONO" by NISHIOKA, ranked #3 on iTunes US Singer-Songwriter chart and #1 on Alternative Folk.

experience.

This rare chart performance is not just a numeric anomaly—it's a moment of disruption. A song that no one expected, in a language the market doesn't favor, managed to rise purely on emotional resonance.

Standing beside legends — in Japanese

The iTunes Singer-Songwriter chart in the U.S. is typically reserved for the likes of Simon & Garfunkel, Bob Dylan, Gordon Lightfoot, and other Western folk icons. To see a Japanese-language track stand shoulder to shoulder with such names is almost unheard of.

Who is NISHIOKA?

NISHIOKA is an independent artist from Osaka, Japan. Releasing under his own label Tune Factory, he produces, distributes, and promotes his work entirely on his own. His mission: to deliver music that crosses borders—not just geographically, but emotionally.

What's next?

NISHIOKA plans to release his next single in August 2025. Following this unexpected success, he is now in talks with indie media and radio stations overseas. Previously, HANAZONO also reached #5 on iTunes UK and entered Spotify UK's "Top 50" playlist, indicating growing interest in his work from English-speaking audiences.



Japanese singer-songwriter NISHIOKA, known for his raw lyrics and roots in Osaka's Nishinari district.



Cover image of "HANAZONO" by NISHIOKA, ranked #3 on iTunes US Singer-Songwriter chart and #1 on Alternative Folk.

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