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AUSTRALIAN-PAKISTANI ARTIST ISH7IAQ ANNOUNCES KHOOBSOORAT - A SEVEN-YEAR MUSICAL JOURNEY FROM LOVE TO FAITH

Release Date: 16 August 2026

Melbourne, Australia - Independent songwriter, producer, filmmaker, and creative director Ishtiaq Hussain, professionally known as Ish7iaq, announces the release of his latest single, Khoobsoorat, an emotionally driven Urdu pop ballad that tells a story spanning seven years of love, transformation, and spiritual reflection.

"Khoobsoorat began as a song about admiring someone's beauty. Over time, it became a reminder that the deepest forms of beauty don't always lead us to another person - they can also lead us back to ourselves, to healing, and ultimately, to God." - Ish7iaq

The journey of Khoobsoorat began in 2019, when Ish7iaq wrote the first verse after experiencing a brief yet profoundly beautiful moment that left a lasting emotional imprint. Although the experience was fleeting, it became the foundation of a song that would remain unfinished for years.

In 2024, the song evolved in an unexpected direction. The pre-chorus emerged during what Ish7iaq describes as a deeply spiritual and divinely inspired moment. What had started as a love song gradually transformed into something deeper, exploring hope, surrender, healing, and the search for the Divine.

Following a personal breakup in 2026, Ish7iaq returned to the song with renewed clarity. He completed Khoobsoorat, directed its accompanying cinematic music video, and prepared it for release. Looking back, he realised that what began as admiration for another person had become a reflection on faith, personal growth, and the transformative nature of beauty.

Written by Ish7iaq, Khoobsoorat blends contemporary South Asian pop with cinematic production and poetic Urdu lyricism. Through imagery of flowers, the wind, stars, and dreams, the song explores longing, devotion, and the search for belonging. It invites listeners to interpret the song through their own experiences of love, heartbreak, healing, and spirituality.

Born in Pakistan and based in Melbourne, Ish7iaq is a songwriter, music producer, filmmaker, and creative director whose work bridges music and visual storytelling. He has collaborated with organisations including

BBC, Dawn News, and Ethnic by Outfitters. He is also the founder of Raah Online, a community celebrating Pakistani art and music, and was a founding member of the electronic music project Spear Shades.

With Khoobsoorat, Ish7iaq presents one of his most personal works to date - a song that took seven years to find its voice. What began as a story of admiration ultimately became a reflection on healing, purpose, and faith.