

The K-pop Wave – a popular trend - by Paul Chan (4D)

If you have visited some fashion shops in Mong Kok, you may have listened to some K-pop songs. You may see some people watching videos in which people are dancing with powerful moves. And that's K-pop. K-pop is short for Korean pop music and it is characterized by a wide variety of genres such as hip-hop, EDM and rap. But why has K-pop become so popular all over the world?

Starting from 1992, the earliest K-pop groups, Seo Taiji and Boys experimented with different styles and genres of music and integrated foreign musical elements. This helped to reshape and modernize South Korea's contemporary music scene. In 2003, TVXQ and BOA started a new generation of K-pop idols that broke the music genre into the Japanese market and popularized K-pop internationally. Today, K-pop still leads the trend race and this even extends to clothing and make-up.

With the help of their entertainment management companies, idols release albums for fans to support. Also, some fashion brands will cooperate with the idols and produce new products to attract new customers. Nowadays teens listen to K-pop music instead of Hong Kong pop music because the K-pop songs are very catchy.

K-pop has become part of global culture and is not limited to Asia only. K-pop has swept over the whole world.

