

Canto-pop Makes Waves In Hong Kong

Every time when you click on a social media, you won't be surprised to see the face of Canto-pop singers. Nowadays, HongKongers are used to following Canto-pop band like 'Mirror', a group of 12 singing and dancing young men, for their outstanding performance since their first song was released.

In the past decade, teenagers used to follow international singers from different countries like Justin Bieber from Canada, Ed Sheeran from UK or BTS from Korea, solely for their outstanding performance in singing or playing the guitar. Since the coronavirus pandemic began in 2019, these pop idols can't come to Hong Kong to meet their fans or hold a concert. Gradually their popularity dies down.

When it comes to this situation, Mirror emerges to bring local entertainment back on stage. They made their very first song 'one second', which garnered more than 1 million views within a month. Then they released new songs in order to secure more viewers of their performance. As they are growing in popularity, more people come to know about them. Meanwhile, they're invited by some of the corporations like Burberry, Gucci, Shiseido or Moschino etc to promote their new items. A security guard who works in IFC said that there were around 2000 fans occupying the shopping mall in order to meet some of the members from Mirror, to get their autographs, as well as to post a good location for taking good pictures during the promotion event of Shiseido.

Also, their fans have plastered their face on ads on billboards, buses and subways as they want locals not to forget who 'Mirror' are. As a result of their popularity, Mirror's fans can make money by designing items with their eye-catching faces on bags, T-shirts or key chain, etc.

But people also might get obsessed with their performance. According to research from social media, there's an office worker who is addicted to their performance. He attended most of their events during working hours. He has taken lots of personal leaves in a short period and eventually lost his job.

In my opinion, the trend of Mirror will keep growing across the world as they always appear on social media. So it's time for them to travel aboard to meet foreign fans after the end of the Covid-19 pandemic.