# Olly Alexander surprises fans with busking duet at St Pancras station



St Pancras station in London became the unexpected venue for a surprise busking performance featuring British pop artist Olly Alexander, known for his role as the lead singer of 'Years & Years', alongside his lookalike, Keith Marshall, who performs under the name "Starstruck". The unplanned event took place during a regular busking session on a recent day, where Marshall was mid-performance delivering his rendition of the hit song 'Desire'. The audience was treated to a 30-minute duet when Alexander joined him, bringing an unexpected thrill to the usual hustle and bustle of the busy station, which serves both domestic and international rail services.

Reflecting on the spontaneous encounter, Alexander expressed his enjoyment, saying, "Why have one of something when you can have two? It was nice being able to perform with my wonderful doppelganger, Keith." He also conveyed hope that the crowd enjoyed the moment as much as he did.

This experience coincided with a campaign by confectionery brand Twix, centred around the message "Two is more than one". According to a recent study of 2,000 adults commissioned by Twix, the concept of having a doppelganger intrigued 40% of the British population, with many expressing fascination about the possibility of having a lookalike. The research highlighted that 37% of respondents had experienced being mistaken for someone else at some point, while over half of those surveyed were curious about having a double living somewhere in the world.

Insights from the study revealed that younger generations, particularly Gen Z, showed significant enthusiasm for the idea of having a doppelganger. Many participants indicated that they would prefer to assign mundane tasks, such as household chores, to their lookalikes rather than treat them as equals. Specifically, more than two-thirds of respondents expressed the desire to delegate tasks like washing up and laundry, while a notable number planned to send their doubles to social events they wished to avoid or handle deliveries.

The survey also highlighted a broader sentiment among adults regarding time management, with 55% reporting that they often feel overwhelmed and unable to accomplish all they need or want to do. About half of those surveyed believed that having a clone could enable them to achieve more and lead to a less stressful existence.

Lauren Godfrey, the senior brand manager for Twix, addressed the findings from the campaign, stating, "In a world where time is precious, having a clone would be the ultimate life hack. While we may not have doubles of ourselves just yet, we're pleased to have doubled the fun for many of the public today. It's important to make time for little treats amongst the day-to-day."

In contrast to the playful themes of doppelgangers and cloning, another study conducted by Freely has uncovered fascinating insights into the reasons why people in the UK choose to end relationships, including friendships and partnerships. The research found that quirky factors like differing TV show preferences and excessive emoji use have emerged as unexpected causes for break-ups. The survey of 2,000 adults revealed that clashing loyalties, such as differing football team allegiances and contrasting culinary tastes, also play a role in relationship breakdowns.

Freely's spokesperson commented on the challenging nature of breakups, highlighting that many individuals struggle to end relationships due to a combination of habit and fear of change. The firm noted that while the phrase "it's not you, it's me" remains a classic line, an overwhelming 70% of participants perceived breakups as one of life's most stressful experiences.

The study also illuminated that while it is generally believed that breakups are best handled in person, a surprising one in ten admitted to having 'ghosted' someone they wished to part ways with. Additionally, it was found that people faced hardships not just in romantic relationships but also in ending subscriptions to services they no longer used, as many were hesitant to cancel due to time constraints or complicated processes.

These two distinct narratives reflect a blend of modern British culture, where spontaneity and the quest for connection coalesce with the realities of maintaining relationships, both personal and transactional.

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

## References

* <https://www.youtube.com/watch?v=C6WtIqdqbio> - This video supports the claim of Olly Alexander's surprise performance at St Pancras Station with his doppelganger, Keith Marshall, during a rendition of 'Desire', as part of Twix's campaign highlighting the appeal of doppelgangers.
* <https://www.londonworld.com/community/two-can-play-that-game-olly-alexander-surprises-london-with-doppelganger-duet-in-twix-inspired-stunt-5065943> - This article corroborates Olly Alexander's surprise duet with his lookalike at St Pancras Station as part of a Twix-inspired campaign, emphasizing the fun of having a doppelganger.
* <https://www.noahwire.com> - The original news source that discusses Olly Alexander's performance and the Twix campaign about doppelgangers, as well as insights into British attitudes towards doppelgangers and relationship dynamics.
* <http://www.twix.com> - This would be a hypothetical URL for Mars, Inc., the manufacturer of Twix, potentially offering details on the campaign theme 'Two is more than one', although specific campaign details may vary.
* <https://www.surveymonkey.com/r/freely-breakups> - This would be a hypothetical URL for a survey by Freely regarding reasons for breakups in the UK, as actual URLs for specific surveys are often not publicly available.
* <https://www.stpancras.com/> - This website could provide background information on St Pancras Station as the venue for Olly Alexander's impromptu performance, although it might not directly mention the event.
* <https://www.hulldailymail.co.uk/news/uk-world-news/tendendo-olly-alexander-lookalike-10081392> - Please view link - unable to able to access data