# Olly Alexander surprises commuters with pop-up gig at St Pancras station



In an unexpected musical encounter, British pop star Olly Alexander, known for his role as the lead singer of 'Years & Years', surprised commuters at London’s St Pancras station with a spontaneous pop-up gig. Accompanied by Keith Marshall, who performed under the stage name 'Starstruck', the duo treated the audience to an unannounced 30-minute set, featuring a duet of the hit song 'Desire', originally performed by Years & Years.

Marshall was mid-performance when Alexander's entrance transformed the routine busking session into an impromptu concert. After the session, Olly expressed his delight at sharing the stage, stating, "Why have one of something when you can have two? I hope the crowd had as much fun as I did." His participation not only entertained commuters but also highlighted a growing fascination among the British public with the concept of doppelgangers.

This surprise event coincided with findings from a recent study commissioned by Twix, linked to its new campaign "Two is more than one." The research, which surveyed 2,000 adults, revealed that 40 per cent of Britons are intrigued by the notion of having a doppelganger, with 78 per cent eager to meet their lookalike. Gen Z respondents were the most enthusiastic about the prospect, largely envisioning their doubles as a means to delegate regular tasks and avoid mundane engagements.

Key trends from the study include the fact that 37 per cent of participants have experienced being mistaken for someone else, and over half expressed a curiosity about lookalikes existing in the world. Some participants shared creative ideas on utilising their doppelgangers, such as assigning them household chores, attending social events, or managing deliveries. A report indicated that 55 per cent of adults feel overwhelmed by their responsibilities, with many believing that having a clone could significantly simplify their lives.

Lauren Godfrey, senior brand manager at Twix, commented on the campaign, stating, "In a world where time is precious, having a clone would be the ultimate life hack." She added that the initiative aims to bring joy and fun to people's busy lives, encouraging them to indulge in little treats amid their daily responsibilities.

The serendipitous collaboration between Alexander and Marshall not only entertained a crowd of London commuters but also resonated with the rising cultural fascination with doppelgangers, all while aligning seamlessly with the promotional objectives of the Twix brand.

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

## Bibliography

1. <https://www.youtube.com/watch?v=C6WtIqdqbio> - This YouTube video captures the moment Olly Alexander surprised his doppelganger, Keith Marshall, with an impromptu gig at St Pancras station, performing a duet of 'Desire.' It highlights the event's alignment with Twix's 'Two is more than one' campaign, exploring the fascination with doppelgangers.
2. <https://www.yourworld.net/london/news/two-can-play-that-game-olly-alexander-surprises-london-with-doppelganger-duet-in-twix-inspired-stunt-83903> - This article details Olly Alexander's surprise performance with his doppelganger and explains how it relates to Twix's campaign focusing on the fascination with doppelgangers, as revealed by a recent survey.
3. <https://www.justice.gov> - This URL does not directly support the article but represents a general source of legal and public information. However, it was not relevant to the specific topic of doppelgangers or Olly Alexander.
4. <https://www.immigrantjustice.org> - Similar to the previous link, this does not directly support the article as it focuses on immigration legal matters and does not pertain to doppelgangers or Olly Alexander's performance.
5. <https://www.mass.gov/guide-to-evidence/article-xi-miscellaneous> - This source is unrelated to the article's topic, dealing with legal evidence rules rather than cultural fascination with doppelgangers or Olly Alexander's musical event.
6. <https://www.twix.com/uk/> - This is the official UK website for Twix, which likely supports the claim about Twix's campaign involving doppelgangers and the notion that 'Two is more than one.' However, specific details about the campaign would be more directly found in reports or articles referencing it.
7. <https://www.walesonline.co.uk/news/uk-news/tendendo-olly-alexander-performs-lookalike-31353181> - Please view link - unable to able to access data
8. <https://www.hulldailymail.co.uk/news/uk-world-news/tendendo-olly-alexander-lookalike-10081392> - Please view link - unable to able to access data
9. <https://www.hulldailymail.co.uk/news/uk-world-news/reasons-people-broken-up-tendendo-10080772> - Please view link - unable to able to access data