# K-pop star Bain comes out as gay during Los Angeles concert



At a recent concert in Los Angeles, Bain, a 23-year-old member of the K-pop boy band Just B, publicly came out as gay during his solo performance. The announcement was made during the final stop of the group's Just Odd World Tour at the Vermont Hollywood Hall earlier this week.

While addressing the audience, Bain, whose real name is Song Byeong-hee, told the crowd, "Tonight, I’m gonna share something with you guys. I’m f\*\*\*ing proud to be a part of the LGBTQ+, as a gay person. And shout out to my queen Lady Gaga, showing me that being different is beautiful." He then offered words of encouragement for others within the LGBTQ+ community or those still in the process of understanding their identity: "You’re seen, you’re loved and you are born this way." Following this heartfelt message, Bain performed a rendition of Lady Gaga's 2012 anthem "Born This Way," a song widely recognised as a symbol of LGBTQ+ pride.

The crowd responded with enthusiastic cheers and applause, reflecting strong support for Bain’s declaration. Inside the group, the announcement also moved members deeply. Siwoo, another member of Just B, shared with the South Korean outlet News1 that he was overcome with emotion during Bain’s performance, stating, "I know how hard it was for him, and that made me want to cry more."

Just B, formed in 2021 under Bluedot Entertainment, is a six-member boy band that has released five EPs and eleven singles since their debut. Despite their growing success, South Korea's broader societal attitudes toward homosexuality remain complex. While homosexuality is legal in South Korea, same-sex marriage or civil unions are not recognised legally, and gay sex is illegal between military personnel. Moreover, social stigma persists particularly among older generations, despite a gradual softening of attitudes in recent years. According to a Pew Research Center study, acceptance of homosexuality in South Korea increased from 25 percent in 2002 to 44 percent in 2019.

Within the K-pop industry, public disclosure of artists’ personal lives has traditionally been restricted, with some contracts reportedly including 'no dating' clauses. However, recent years have seen a number of K-pop artists openly come out. For instance, earlier this year, Lara Raj, a member of the girl group Katseye, also publicly confirmed her sexual orientation. Raj remarked, "I knew I was half a fruitcake when I was like eight, so I really was wanting everybody. Honestly probably before eight. Isn’t half a fruitcake such a good way to explain it without saying it?"

Other notable figures include Jiae, a K-pop singer who declared she was bisexual in 2020 following her tenure with the girl group WA$$UP. The singer Holland, widely acknowledged as the first openly gay K-pop idol, gained attention in 2018 for his debut single "Neverland," which featured a music video with a same-sex kiss. In 2022, Holland disclosed an attack he suffered in Seoul, reportedly motivated by his sexual orientation. He described the incident on Twitter: "Last night, I was walking around Itaewon with my manager and a friend. Suddenly, a stranger man approached me and hit me on the face twice, calling me 'a dirty gay'. Now I have a scar on my face and I’m going to the hospital soon."

The mixed responses to these public disclosures highlight the evolving but still cautious cultural environment surrounding LGBTQ+ visibility in South Korea's entertainment industry. An official from a major K-pop agency told the Korea Herald that while public perception has improved—evidenced by the increasing presence of sexual minorities on television—there remains concern over potential backlash. The official said, "Public perception on sexual minorities in Korea has improved a lot, as you can see many TV shows starring them these days. But looking at it from the perspective of the overall culture, it’s still a big change. Reactions will likely differ by country. I'm worried because there could be backlash. I don’t know what kind of reaction will come, from where, or how."

Bain’s onstage announcement is seen by many as another significant moment within the K-pop industry’s gradual move towards embracing diverse sexual orientations, reflecting both the personal courage of the artist and the shifting societal landscape within and beyond South Korea.

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

## Bibliography

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2. <https://www.soompi.com/article/1739220wpp/just-bs-bain-comes-out-as-gay-at-concert-shares-post-on-instagram> - Supports Bain's announcement at the concert and his subsequent Instagram post, highlighting his pride as a gay member of the LGBTQ+ community.
3. <https://www.hindustantimes.com/htcity/cinema/kpop-idol-bain-comes-out-as-gay-at-just-b-s-la-concert-f-ing-proud-to-be-part-of-the-lgbt-community-just-b-bain-101745568927308.html> - Details Bain's emotional declaration at the Los Angeles concert, where he expressed pride in being part of the LGBT community and acknowledged Lady Gaga's influence.
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7. <https://www.dailymail.co.uk/tvshowbiz/article-14649521/just-b-bain-kpop-group-comes-gay-final-stop-world-tour.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data