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



Bain, a 23-year-old member of the South Korean K-pop boy band Just B, publicly came out as gay during a concert in Los Angeles this week, marking a significant moment within the K-pop industry. The announcement took place during the final stop of Just B's "Just Odd World Tour" at the Vermont Hollywood Hall.

The moment occurred while Bain was performing solo onstage, when he addressed the audience directly. “Tonight, I’m gonna share something with you guys,” he said, according to footage shared on Instagram shortly after the event. He continued, “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.”

Bain, whose real name is Song Byeong-hee, went on to deliver a message aimed at members of the LGBTQ+ community and those still exploring their identity: “This is for you guys, and also this is for everyone: You’re seen, you’re loved and you are born this way.” He then performed a rendition of Lady Gaga’s 2012 anthem "Born This Way," a song widely celebrated for its uplifting message during debates over same-sex marriage in the United States.

The audience responded with enthusiastic cheers and applause, reflecting a warm reception for his coming out. Additionally, Bain's fellow Just B member Siwoo expressed an emotional reaction to the announcement. Speaking to the South Korean news outlet News1, Siwoo revealed that he was in tears during Bain’s performance. “I know how hard it was for him, and that made me want to cry more,” he said.

Just B, managed by Bluedot Entertainment, is a six-member K-pop group launched in 2021. Since their debut, they have released five EPs and 11 singles, building a reputation within the competitive K-pop market.

In South Korea, where homosexuality is legal, same-sex sexual activity remains criminalised within the military, and the country does not legally recognise same-sex marriage or civil unions. Despite these restrictions, societal attitudes are gradually shifting. A 2019 Pew Research Center study highlighted that 44 percent of South Koreans believed society should accept homosexuality, up from just 25 percent in 2002.

K-pop idols traditionally keep their romantic lives private, irrespective of their sexual orientation. In some cases, contracts have included “no dating” clauses to maintain fan appeal. Nevertheless, several K-pop artists have recently come out publicly. For example, Lara Raj, an Indian American member of the group Katseye, came out as gay only last month. She told the Daily Mail, “I knew I was half a fruitcake when I was like eight... Isn’t half a fruitcake such a good way to explain it without saying it?”

Similarly, singer Jiae, who formerly belonged to the girl group WA$$UP, revealed her bisexuality in 2020. The first openly gay K-pop idol is widely considered to be Holland, who debuted in 2018 with his self-funded single “Neverland,” notable for its music video featuring a same-sex kiss. Holland has also been vocal about facing discrimination; in 2022, he shared on Twitter that he was physically attacked in Seoul due to his sexual orientation.

An official from a major K-pop company provided commentary to the Korea Herald on the evolving public perception of LGBTQ+ individuals in South Korea. The official noted, “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 announcement adds to a growing number of K-pop artists publicly embracing their sexual identities, reflecting a nuanced cultural shift amid ongoing challenges in South Korea.

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