

Luna Li

June 2024



Benzai



Hannah Bussiere Kim, commonly known as Luna Li, is a Korean Canadian artist from Toronto. Rising during the pandemic, Luna Li has become a prominent singer, songwriter, multi-instrumentalist, and producer. From her classical training in music to her rock and roll bands, Luna Li has become a popular name in the world of music.





Hannah was born and raised in Toronto, Ontario, growing up with classical training in piano and violin, becoming proficient in harp, electric guitar, bass, and drums. She attended the Classical Music Conservatory in Toronto as well as McGill University in Montreal for violin. However, she dropped out after a semester to pursue music full-time and start a band in Toronto. In 2014, Hannah started a garage rock group called Veins, whose name came from a poem from high school. After starting her music career, Hannah attended Seneca College's one-year Independent Music Production program and graduated in 2016. Soon, Veins grew into six-member live band, performed at local venues in Toronto and Montreal. In May of 2015, Veins released their debut album on Bandcamp to well-reception from press.

Despite the success of Veins, they played their last show in January of 2017. They chose to change their band name instead to Luna Li, as it fit the natural, softer imagery and themes that the band wanted to evoke as opposed to the metal hard rock energy of Veins. Under Luna Li, Hannah self-released her four song-long first extended play, Opal Angel.





Opal Eyes received shining reviews and signaled the rise of Luna Li taking place of Veins. In 2020, she released a new song titled “Trying” in February and another song, “Afterglow,” in August. Along with this rise came, of course, the coronavirus pandemic and quarantine time. The rise of Tik Tok that came during the pandemic allowed Luna Li to gain a much wider audience than before and for Hannah to share her talents with the world.



In February 2021, Luna Li released her second extended play, Jams.

On Jams, Luna Li released ten tracks of around one minute. Each one of these tracks was an insta-jam and showcases the light, magical energy and songwriting in Luna Li's music.

The singer-songwriter utilized harp, bass, electric guitar, and synth to paint a background for her melodic voice.

Adding to her display of numerous talents, Luna Li also mixed this extended play by herself.

Released in the middle of the pandemic, Jams layers Luna Li's creativity in production, songwriting, and personality.

Each track stands alone and comes together culminating in a unique listening experience.



After establishing herself in the music world, releasing multiple extended plays and songs as well as touring with Japanese Breakfast, Luna Li released her debut album *Duality* on March 4, 2022 to very positive reviews.

The album is called Duality as Luna Li reflects on both positive, happy emotions as well as anxious, uncertain experiences; additionally, this title reflects Hannah's Canadian and Korean backgrounds. Singing on topics from insecurity to her complex identity, Duality shows Luna Li's musical identity and style.



Since the release of *Duality*, Luna Li has just grown. In late 2022, she released *Jams 2*, a second ten-song-long collection of short songs. As of June 2024, she's amassed over 1.3 million Spotify listeners, reaching around 13 million listens each on her most popular songs.

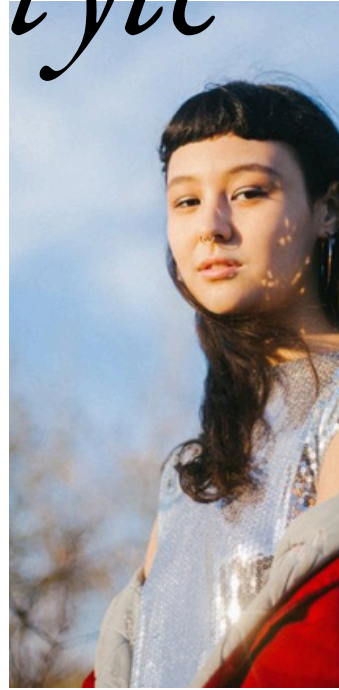
After touring with *Wolf Alice*, she announced her own North American headline tour, continuing to spread her multi-instrumental sound and her beautiful writing.

Continuing to reflect on Korean Canadian heritage and combining her classical violin training with her love for soft rock music, Luna Li will continue growing and sharing her unique musical voice.



Voice & Style

- feminine
- indie-rock
- fairy-like
- creative soft rock
- experimental pop
- modern indie
- somber
- multi-instrumental



She writes on her Korean Canadian identity, experiences of loneliness and belonging, past relationships, and complex emotion.

Influences



Mild High Club
Moses Sumney
beabadoobee
Tame Impala
Dorothy Ashby
Solange
Japanese Breakfast
Aaron Paris
Amaria

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