

The early days of Vinyl Hero

The early days of Vinyl Hero in the 1970s was the bee's knees of its whole journey of business. Being the only vinyl store selling mainly CDs, vinyl records or albums in Sham Shui Po, Vinyl Hero had a strong bonding with the neighborhood. Apart from the well-built connection with the neighbourhood, Vinyl Hero used to be prestigious among celebrities and singers as it played a key role in promoting their new works.



By the same token, they usually held their fan sign events in Vinyl Hero. Tens of thousands of fans flocked to Vinyl Hero just to meet someone they admired and adored for a few minutes or even a few seconds. These scenes struck a chord with everyone living nearby. Despite looking unkempt and scruffy inside the store, Vinyl Hero provides a wide variety of CDs, Vinyl records or albums, from old to new, foreign to local, even some were out of print. People enjoyed the “treasure hunt” very much since the sense of satisfaction was much more than simply taking what they wanted from the shelves. All these show the power of Vinyl Hero: bringing happiness to everyone.

Time for Vinyl Hero to choose

In recent years, Vinyl Hero has been in its catch-22 – deciding whether to close down or not. Not only does the owner have to worry about the widespread of the pandemic, but also the unpredictable development of our society. It is inevitable that with the rising prices of essential commodities, people tend to buy their daily necessities first instead of these “luxury products” in the pandemic. This undeniably takes a toll on Vinyl Hero’s business, contributing to the decline in business of Vinyl Hero. With the advancement of technology, people prefer listening to music online to buying CDs from brick-and-mortar stores. The ones who are still listening to CDs or vinyl records are just the minority. That’s why Vinyl Hero couldn’t dodge the bullet at length. To everyone’s surprise, the collective memories in Sham Shui Po will soon cease to exist.

What Vinyl Hero is famous for

Viewing superficially, Vinyl Hero might be famous for its diverse spectrum of CDs or vinyl records. However, let’s look at the issue from the other side of the lens, being renowned in Hong Kong for over 50 years goes hand in hand with the spirit of Vinyl Hero. In the face of adversity and the bleak lookout, never would the founder of Vinyl Hero, Mr. Wong, forget the purpose of setting up Vinyl Hero – to spread the power of happiness to everyone. As a matter of fact, the perseverance and persistence of Mr. Wong in operating Vinyl Hero should unanimously be what Vinyl Hero is famous for. Despite the skyrocketing rent, he has never raised the price and clings to the belief that the power of Vinyl Hero can inspire people around. We’re sad to see yet another iconic landmark disappear. Don’t miss this last chance to go visit this shop before it becomes our memories.