

FRAGRANCE AND PERSONAL CARE

Viktor & Rolf names FKA twigs as face of newest fragrance

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FKA twigs is the face of Viktor & Rolf's Good Fortune. Image credit: Viktor & Rolf/Instagram

By LUXURY DAILY NEWS SERVICE

Dutch fashion house **Viktor & Rolf** has tapped English singer-songwriter FKA twigs as the new face of its newest fragrance, Good Fortune.

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Good Fortune follows the success of Viktor & Rolf's previous beloved fragrance, Flowerbomb. The newest fragrance symbolizes modern spirituality, making FKA twigs, who is known for powerful and ethereal presence, a seamless fit.

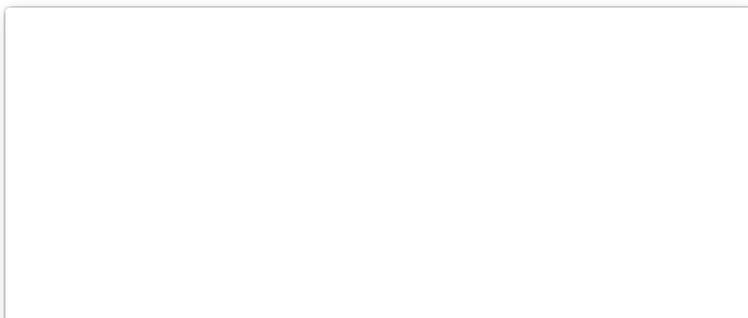
"We've been fans of twigs for years," said Viktor Horsting and Rolf Snoeren, founders and designers of Viktor & Rolf, in a statement. "And we're happy to welcome her to the Viktor & Rolf family."

"Not only is she one of today's biggest pop stars, she's also hugely creative," they said. "She's an icon and absolutely the right personality for Good Fortune."

A fortuitous selection

Born Tahliah Debrett Barnett, FKA twigs is a Grammy-award nominated entertainer who has worked as a singer, songwriter and dancer. She released her debut extended play "EP1" in 2012, and released her debut album, "LPI1" in 2014.

The culturally-acclaimed artist is known for blending disparate sounds of hip-hop, electronic music and more.



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A post shared by Viktor&Rolf Fragrances (@viktoraandrolf_fra...

With a bottle like a crystal ball, Good Fortune is a magical, mystical ride

FKA twigs will be the new face of Good Fortune, a fragrance aiming to stand alongside women who are looking to embrace their own individual paths and who are working to craft their own fates.

The entertainer will be featured in a campaign film directed by Andrew Thomas Huang, to be released later this month. Photographers Inez & Vinoodh also shot the campaign imagery.

FKA twigs also crafted the campaign's soundtrack, "Killer," which will be unveiled with the campaign.

"Scent has always been an integral part of my sensory world and being able to creatively collaborate with Viktor & Rolf on this project has been very fulfilling.," FKA twigs said in a statement.

"I feel there's this bond that unites us," she said. "Becoming part of their universe feels like magic, a dream come true."

In 2019, Viktor & Rolf launched a men's scent by presenting it in a unique manner, primarily in night vision.

The brand says the film is a visual answer to the question "What happens when the lights go out?" The advertising campaign promoted a reimagined version of Viktor & Rolf's 2012 men's fragrance, Spicebomb ([see story](#)).

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