

FRAGRANCE AND PERSONAL CARE

Viktor & Rolf embrace Emily Ratajkowski for Flowerbomb

January 18, 2023



The brand is playing up the model's reputation for embracing her feminine side, pushing the floral notes centerstage. Image credit: Viktor & Rolf

By LUXURY DAILY NEWS SERVICE

Dutch fashion house Viktor & Rolf is passing the torch for one of the house's signature scents to multihyphenate talent Emily Ratajkowski.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The American model is the latest beauty to be tapped for the brand's fragrance vertical, fronting a new promotional effort full of feminine flair. The Flowerbomb campaign marks a first-time engagement between brand and model.

"We have admired Emily Ratajkowski for a long time and we're happy to welcome her to the Viktor&Rolf family," said Viktor Horsting and Rolf Snoeren, founders and artistic directors of **Viktor & Rolf**, in a joint statement.

"As her work clearly testifies, Emily is a multifaceted talent," they said. "Her wide range of qualities and talents make her into the perfect embodiment of Flowerbomb."

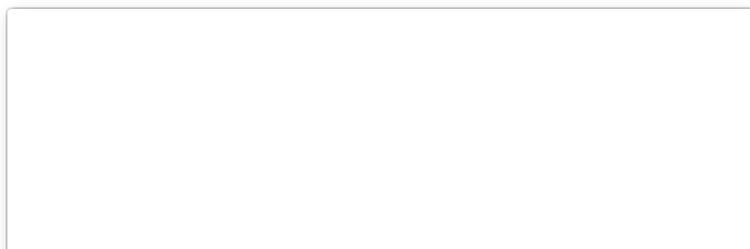
Flower power

When it comes to olfactory offerings, Viktor & Rolf are entering a new era.

The campaign's official release is slated for Jan. 20, 2023, though in a lead-up to the announcement, the brand went live with teaser content that featured solely the silhouette of its new star.

"Flowerbomb has a new face," reads the caption of a cryptic branded Instagram post.

"A multi-faceted, modern-day feminist icon, challenging current biases to construct a space of true empowerment, redefining what it means to be wholly and wonderfully female."



[View this post on Instagram](#)

A post shared by Viktor&Rolf Fragrances (@vikt Roland_rolf_fra...

As later revealed, a Wednesday post confirmed the partnership, as Ms. Ratajkowski appears in full form, amid a film clip featuring explosive flower elements and metamorphosing scenes. The asset is directed by creative agency Torso Solutions, with stills captured by famed fashion photographer duo Inez and Vinoodh.

The promotional visual, titled "Unleash your fem-power," centers on transformation, something Ms. Ratajkowski has become well-known for exploring all facets of femininity.

A New York Times best-selling author, actress, model, activist and entrepreneur, Ms. Ratajkowski delves into identity and gender bias in her book, "My Body." The writer would go on to further boost her work with a viral New York Magazine titled "Buying Myself Back."

Published in 2020, the essay discussed the fact that other people own photos and copyright depicting her image. To give a sense of the Viktor & Rolf representative's impact, her words marked the most popular story from the magazine that year.

"As an author, activist, actress and entrepreneur, Emily Ratajkowski broke the model mold to express every facet of her nature," said Sandrine Groslier, president of licensor L'Oral's Luxe Fragrance Brands, in a statement.

"She expresses a new type of femininity, one that tempers sensitivity with strength, perfectly embodying the Flowerbomb ethos."

Viktor & Rolf's Flowerbomb fragrance was first unveiled 18 years ago. It is now a global best-selling scent, having recruited top names such as English singer FKA twigs for previous global pushes ([see story](#)).

According to the brand, the floral-forward perfume has been among the top 10 women's perfumes in both the United States and the United Kingdom every year since its 2005 debut.

"So much of what represents femininity is delicate," Ms. Ratajkowski said.

"I like that Flowerbomb is about strength as much as it is about femininity."

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.