



open sky

With a new album, two films and a major fragrance campaign, *Sky Ferreira's bad-girl persona* is good business

Daring, edgy, playful... and a bit rebellious." That's how Jimmy Choo's creative director Sandra Choi describes the luxe UK brand's latest fragrance, Illicit. Hitting shelves this month, the scent will see Jimmy Choo truly cement its presence in the \$30 billion-a-year perfume industry – and playing a key role in bringing Choi's vision to fruition is the real-life embodiment of those four adjectives: American musician, actor and model Sky Ferreira.

Raised in California's Venice Beach, Ferreira shot to fame in 2013 after the much-delayed release of her debut album *Night Time, My Time*. Since then, the 23-year-old has become one of the most recognisable faces of a generation, attracting attention for her sharp-witted, artfully nuanced pop and her striking Hedi Slimane-endorsed look

– not to mention a good dose of tabloid controversy. Public disagreements with her record label, an arrest for drug possession and NSFW topless album artwork, shot by Gaspar Noé, combine to paint Ferreira in a contentious light – and given her choice of style icon, it's not surprising. "Debbie Harry was a great influence growing up," she says. "One thing we have in common is that she has an edge but is very feminine and also doesn't give a fuck. She's the Marilyn Monroe of rock music."

Yet make no mistake, behind the scenes (and headlines) Ferreira boasts a fierce work ethic. As well as appearing in two feature-length films, she's also been working on her much-anticipated second album, *Masochism*. With heavier production and a stronger focus on an electronic sound, the album looks set to move her craft forward and illustrates

her desire for authenticity. "What I learned last time is that when I stopped thinking about what everyone wanted me to do, I was able to make the album I wanted to," she says of the battles she faced to get her debut released. "If I stand behind my work then I don't care what people think. My mentality with *Masochism* is I want to take risks."

Between recordings, Ferreira threw herself into acting with roles in *The Trust*, alongside Nicolas Cage and Elijah Wood, and the Liza Johnson-directed *Elvis & Nixon*, both currently in post-production. "Singing and acting are very vulnerable places to be," she says. "But when it comes to music there's more pressure and judgement as it's just you – there are no costumes or cameras or anything to hide behind. Sometimes I feel like there are two Sky Ferreras."

It was amid filming and recording that the call came from Jimmy Choo. So what made the Illicit campaign appeal to Ferreira? "I feel like it's the Debbie Harry thing again. Illicit is edgy but also very feminine," she says. "The campaign shows a more sophisticated side of me that a lot of people haven't seen. I've grown and matured as a person and I feel that [Illicit] takes what I already have but moves it forward a little bit."

Choi agrees, seeing Ferreira as the perfect ambassador for a new customer. "Sky is a Jimmy Choo woman in the making," she says. "She's finding herself and is not quite there yet – she's a bit of a raw diamond."

Helping get the best out of this "raw" talent was Ferreira's friend and acclaimed photographer Steven Klein, who Choi says was instrumental in getting Ferreira on board. His campaign shoot sees the star photographed with hazy pink lighting against a muted LA backdrop, her hair long and glamorous, her makeup soft and sexy. "We wanted something a bit zingy but with sensuality at its core," Choi says of the campaign, which was photographed in Hollywood. "We wanted to soften Sky; her personal expression is very rock'n'roll and we wanted to bring her into the world of glamour."

Ferreira has come a long way since her early encounters with perfume. As a teenager ("surrounded by insecurities and starting to get into boys") she was influenced by what her mum wore as well as the ads she saw. "I didn't have money to



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Illicit EDP, \$145 for 100ml, Jimmy Choo, available exclusively at Myer from September 1

spend on perfume so I was always rubbing magazine pages onto myself or going to every counter in the mall and trying things on in what must have been a horrible cocktail. Now I like something sophisticated that I can wear day and night."

The nose behind Illicit is renowned perfumer Anne Flipo who, according to Choi, "got under the Jimmy Choo skin and knows what we want to represent". Top notes of ginger and bitter orange give way to rose and jasmine, while bottom

notes of honey-amber and sandalwood create the complexity that appeals to Ferreira. "Illicit is bold but there is a point where it melts with a softness in the middle," says Choi, who wanted the Art Deco bottle with raised rivets at the base to reflect the brand's focus on high glamour. "I've always loved the play of hardware – it serves like a sort of armour to something jewel-like inside."

The idea of a tough outer layer also serves as an apt summary of Ferreira, who accepts that fame comes with sacrifices. "Sometimes it sucks but you have a choice as to how crazy fame makes you. There are far worse problems in the world than people taking a picture of me, but I try to remember it's what I put out into the world creatively – music and films – that really lasts. Away from touring or shoots or filming, that's when I turn off the Sky Ferreira artist button and go back to being just Sky."

For now, though, we're happy the artist button is still very much switched on. □

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