

Press Information

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Fergie Goes ‘Boom Boom Pow’ in Philips Light Dress At Billboard Awards

Billboard Music Awards, Las Vegas, USA – Six time Grammy Award winning singer Fergie raised the bar in fashion statements on Sunday 22nd May at the Billboard Music Awards, sporting a dynamic luminous dress while performing with The Black Eyed Peas, designed by Philips Lighting in collaboration with Stylist B. Akerlund.

The ‘little black dress’ was crafted using a figure-hugging fabric integrated with lighting to shape the singer’s curves and move with the music - giving the performance that the singer’s fans have come to expect. Showcasing a fusion of fashion, music, lighting and technology, the Philips design team worked alongside B. Akerlund, the industry’s leading Stylist/Costume Designer, to construct the dress.

Speaking about the creation, Rogier van der Heide, Chief Design Officer for Philips said: “As a brand, we seek out to work with artists from a range of different industries to evolve and revolutionise the way we use light. When Fergie challenged us to create something new for her, we wanted to design something that could bring an additional dimension to their audience and help showcase how light can further enhance experiences. What is remarkable with this dress is the way the lighting is integrated with the fabric and works in tandem with the beat of the music”.

Rogier continues: “For us, creating this dress was not only about the aesthetics, it is about viewer experience and impact - enhancing the artist’s performance through application of lighting.”

Pictures attached should be credited Kevin Mazur/WireImage

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About Royal Philips Electronics

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