

B. ÅKERLUND

COSTUME DESIGNER · FASHION ACTIVIST · STYLIST

B. Åkerlund is an internationally recognized costume designer, fashion activist and stylist whose career spans film, music, live performance, advertising and editorial. Known for creating fearless, character-driven visual identities, she has collaborated with some of the world's most influential artists, including Madonna, Beyoncé, Lady Gaga, Rihanna, Ozzy Osbourne, Black Sabbath, ABBA, Ghost, Duran Duran, Katy Perry, Fergie and Nicki Minaj.

Throughout her career, B. has championed emerging designers, independent makers and unconventional creative voices—using fashion as a platform for storytelling, individuality and cultural impact.

SELECTED COSTUME DESIGN

Film & Short Film

Production	Talent	Position	Director
<i>Small Apartments</i>	Matt Lucas	Costume Designer	Jonas Åkerlund
<i>Horsemen</i>	Dennis Quaid	Costume Designer	Jonas Åkerlund
<i>Spun</i>	Brittany Murphy	Costume Designer	Jonas Åkerlund
<i>Filth and Wisdom</i>	Eugene Hütz / Madonna	Costume Designer	Madonna
<i>Domino</i>	Keira Knightley	Costume Designer	Tony Scott
<i>The Enlightenment</i> — Vanity Fair Short Film	Madonna	Costume Designer	Luigi & Iango

Tours, Stage & Live Performance

Artist / Production	Position	Year
Duran Duran — Halloween Show, Manchester	Costume Designer	2025
Ozzy Osbourne & Black Sabbath — Farewell Performance	Costume Designer	2025
Ghost — Skeletour World Tour	Costume Designer	2025
Duran Duran — Halloween Show, Madison Square Garden	Costume Designer	2024

Artist / Production	Position	Year
Ghost — Imperatour	Costume Designer	2023
ABBA Voyage	Costume Designer	2022
Ozzy Osbourne — No More Tours II	Costume Designer	2018
Ghost — Popestar / Black to the Future Tour	Costume Designer	2017
Madonna — Rebel Heart Promotional Tour	Tour Costume Designer	2015
Madonna — Super Bowl XLVI Halftime Show	Costume Designer	2012
Black Eyed Peas — The Beginning World Tour	Costume Designer	2011
Black Eyed Peas — Super Bowl Halftime Performance	Costume Designer	2011
Black Eyed Peas — The E.N.D. World Tour	Costume Designer	2010
Black Eyed Peas — Grammy Awards	Costume Designer	2010
Devo — Winter Olympics	Costume Designer	2010
Madonna — Sticky & Sweet Promotional Tour	Tour Costume Designer	2008
Madonna — Hard Candy Promotional Tour	Tour Costume Designer	2008
Robbie Williams — World Tour	Costume Designer	2003
Jane's Addiction — World Tour	Costume Designer	2003
Ozzy Osbourne — Merry Mayhem Tour	Costume Designer	2001

SELECTED MUSIC VIDEO COSTUME DESIGN & STYLING

- Beyoncé — “Hold Up,” “Haunted,” “Superpower,” “Partition,” “Pretty Hurts”
- Ghost — “Peacefield,” “Lachryma,” “Satanized”
- Ozzy Osbourne — “Under the Graveyard,” “Let Me Hear You Scream,” “Dreamer,” “Gets Me Through”
- Madonna — “God Control,” “Ghosttown,” “Living for Love,” “Celebration,” “4 Minutes,” “Jump,” “Sorry”
- Lady Gaga — “Paparazzi”
- Katy Perry & Zedd — “365”
- Katy Perry — “Chained to the Rhythm”
- Nicki Minaj — “Ganja Burn,” “Barbie Tingz,” “Chun-Li”
- Fergie — “M.I.L.F. \$,” “A Little Work,” “Beautiful Dangerous”
- Britney Spears — “Work Bitch,” “Hold It Against Me”
- Coldplay — “True Love,” “Magic”
- Black Eyed Peas — “Imma Be,” “Rock That Body”
- Red Hot Chili Peppers — “Dani California”
- Justin Timberlake — “Señorita”
- Rolling Stones — “Rain Fall Down”
- Icona Pop — “Emergency”
- Robbie Williams — “Sexed Up,” “Come Undone,” “Tripping”
- Paul McCartney — “Lonely Road”
- Rammstein — “Mann gegen Mann”
- Avril Lavigne — “I’m with You”
- Blink-182 — “Feeling This”
- New Order — “Krafty”
- Fatboy Slim — “Push the Tempo”
- Moby — “Beautiful”
- The Cardigans — “Lovefool”

Selected directors include Jonas Åkerlund, Steven Klein, Mert & Marcus, Jake Nava, Melina Matsoukas, Colin Tilley, Matthew Cullen, Rich Lee, Johan Renck, David LaChapelle, Tony Kaye, Jamie King, Warren Fu, Traktor and Gus Van Sant.

FASHION DIRECTION, STYLING & LIVE PERFORMANCE

Artist / Production	Position	Year
Libertine — SS26 Fashion Show	Stylist	2026
Libertine — FW24 Fashion Show	Stylist	2024

Artist / Production	Position	Year
Fergie with Jack Harlow — MTV VMAs	Stylist	2022
Madonna — Grammy Awards	Stylist	2015, 2016, 2019
Nicki Minaj — Met Gala	Fashion Director	2018
Nicki Minaj — Billboard Music Awards	Fashion Director	2017
Cassie — Met Gala	Fashion Director	2017
Madonna — Prince Tribute, Billboard Music Awards	Stylist	2016
Madonna — BRIT Awards	Stylist	2015
Madonna — <i>The Ellen DeGeneres Show</i>	Stylist	2015
Katy Perry — Harper's Bazaar Performance	Stylist	—
Fergie — Billboard Music Awards	Stylist	—
Madonna — Live Earth	Stylist	—
A.F. Vandevorst — 20th Anniversary Show	Stylist	—

SELECTED ADVERTISING CAMPAIGNS

Brand	Talent	Photographer / Director
Dolce & Gabbana	Madonna	Steven Klein
Dolce & Gabbana — King & Queen	—	Steven Klein
Swarovski — Welcome to Wonderlab	—	—
Philipp Plein	Megan Fox	Steven Klein
CoverGirl	Katy Perry	Zoey Grossman
Dolce & Gabbana / Martini & Rossi	Monica Bellucci	Jonas Åkerlund
O2 Arena / MTS	Beyoncé	Jonas Åkerlund
& Other Stories	Shirley Manson	John Scarisbrick
H&M	Katy Perry	Jonas Åkerlund

Brand	Talent	Photographer / Director
Dior Addict	Kate Moss	Jonas Åkerlund
William Rast	Justin Timberlake and Erin Wasson	Jonas Åkerlund
H&M	Beyoncé	Jonas Åkerlund
H&M	Mariacarla Boscono	Johan Renck
Avon	Fergie	Michelangelo di Battista
Absolut Vodka	Ali Larter	Amanda de Cadenet

SELECTED EDITORIAL & ALBUM ARTWORK

Talent	Publication / Project	Photographer	Position
Madonna	Vanity Fair	Luigi & Iango	Fashion Director
Madonna	V Magazine	Steven Klein	Fashion Director
Zoë Kravitz	GQ	Steven Klein	Fashion Director
Madonna	Harper's Bazaar	Terry Richardson	Stylist
Madonna	Cosmopolitan	Ellen von Unwerth	Stylist
Madonna	Dazed & Confused	Steven Klein	Stylist
Madonna	Interview Magazine	Steven Klein	Stylist
Jessica Alba	Vogue Italia	Michelangelo di Battista	Stylist
Rihanna	Rolling Stone	Mark Seliger	Stylist
Lady Gaga	Rolling Stone	David LaChapelle	Stylist
Black Eyed Peas	Rolling Stone	Mark Seliger	Stylist
Red Hot Chili Peppers	Album Artwork	Gus Van Sant	Fashion Director
Angelyne	Ponystep	Bryan Adams	Stylist / Interviewer
Vogue Scandinavia	Beauty Editorial	Danielle Midenge	Stylist

CREATIVE DIRECTION & DESIGN COLLABORATIONS

Collaboration	Date
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Collaboration	Role
Klarna — “Get Smooth” Campaign	Designer / Creative Director
Absolut Elyx Campaign	Designer / Creative Director
Handsome Stockholm — Royal Collection	Designer / Creative Director
A.F. Vandevorst — Perfect 10 Collection	Designer / Creative Director
Alexandre Bonnet — Champagne Boxes	Designer / Creative Director
Perrin Paris — Handbag Collection	Creative Director
Ghost	Costume Designer / Creative Director
Dita Von Teese x Stephen Webster x Victoria Grant	Costume Designer / Stylist / Creative Director
The Standard Hotel	Talent Creative Director
Harry Halim	Talent Creative Director
Absolut Art	Talent Creative Director
& Other Stories	Talent Creative Director
Fergie — “M.I.L.F. \$”	Creative Director
Björn Borg — Runway Presentation	Creative Director

FOUNDER & ENTREPRENEURIAL PROJECTS

Bootzy Couture

Founder, Designer & Creative Director | 2022–Present

Luxury accessories for pets and humans, combining high-fashion craftsmanship, humor and unapologetic glamour.

The Residency Experience

Founder, Co-Owner & Creative Director | 2015–Present

A creative platform and international showroom dedicated to supporting emerging designers and connecting original talent with global artists and cultural tastemakers.

Le Snob

Co-Designer & Co-Owner | 2015–2020

Luxury fashion and accessories label.

WHOUARE

Founder & Creative Director

Creative platform celebrating identity, self-expression and individuality.

AWARDS & RECOGNITION

- Excellence in Fashion Award — House of DIFFA
- Costume Designers Guild Award Winner — *The Enlightenment*
- Costume Designers Guild Award Winner — Swarovski, *Welcome to Wonderlab*
- Two-time Costume Designers Guild Award Winner
- International recognition for contributions to costume design, styling and creative direction

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