

RIHANNA

Superbowl LIII



RIHANNA IS BACK

An inside look into Rihanna's 2023 Superbowl LVII Halftime Show

It's been nearly 5 years since I have seen Rihanna perform, and 7 years since she released an album. Her fans are antsy to hear her and the 2023 Superbowl is here to answer their prayers-- Rihanna will perform on arguably one of the biggest stages in the world for the first time in years.

If you are unfamiliar with Rihanna, don't worry--I got you on that. Rihanna, born Robyn Rihanna Fenty, is from the Caribbean island of Barbados. Her fame story is one of luck-- According to IMDb, a producer from New York, Evan Rodgers, was visiting Barbados and was introduced to Rihanna through her friend. Rodgers invited her to fly out to New York to meet Jay Z (another famous musical artist). Once Jay Z heard Rihanna sing, he was amazed by her talent and the rest is history. Since then, Rihanna has amassed incredible fame and has become one of the most successful artists in history. You may know a few of her hit songs, "Umbrella," "Don't Stop the Music," or "Only Girl (In the World)."



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At just 16 years old, Rihanna signed with Jay Z's label, Def Jam. Later, that same year, she released her debut single, "Pon de Replay," which reached the number 2 spot on the Billboard charts. Arguably, this song opened the doors to her massive success. Almost exactly a year later, Rihanna's song, "S.O.S." made its way to the top spot on the Billboard Top 100 charts and stayed there for 3 weeks straight. However, she did not stop there. In 2007, another one of her songs, "Umbrella," reached the top spot and secured the idea that Rihanna is here to stay.

If you thought Rihanna couldn't get better, you are wrong. At the 50th Grammy Awards, she earned 4 nominations and won "Best Rap/Sung Collaboration," for her song, "Umbrella," with Jay Z. Over the years, Rihanna has continued to win many awards and received numerous nominations--so, it's easy to say she is a renowned artist.



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Outside of her music career, Rihanna has made her name in the makeup/beauty world. She opened her brand, Fenty Beauty, in September of 2017--and you guessed it, this was just as much of a hit as her songs. Her massive shade range set the new standard for inclusivity in the makeup world.

And just when you thought that would be it, Rihanna made even more moves. A year after her launch of Fenty Beauty, she launched a lingerie line called "Savage x Fenty," which reiterated her values of inclusivity and diversity for all.

So, now that I've been caught up to speed, let's talk about Rihanna's latest event: The Super Bowl. Needless to say, it was one of her most iconic performances. Rihanna came onto the stage and revealed SHOCKING news: SHE'S PREGNANT! With her absence over the past few years, fans have been out of the loop of her personal life, but now I see she is pregnant with baby number 2!



Rihanna has had one child with her long-term partner ASAP Rocky--another famous talent in the music world. She has kept her family life out of the media, so it was a big shock to see her walk onto the stage with a baby bump!

Nearly all of her hit songs were performed that night-- from, "B-- Better Have My Money," all the way to, "Diamonds." Rihanna did not bring out any special guests, as some other performers have done in the past. However, she still was able to bring the energy. Behind and all around her, there were dozens--if not hundreds--of dancers in white puffy outfits. Clips of their choreography have gone viral on numerous social media platforms, and it has been discovered that the choreography was done by Parris Goebel, who is very famous in the dance world for her choreography.

Rihanna's halftime performance was, needless to say, a huge hit. According to Forbes, the show averaged 118.7 million viewers and more than the year before. This means that Rihanna's performance is now the second-most viewed halftime performance behind Katy Perry's in 2015 (Billboard).

So, with all these views there are a lot of people who had a lot to say about the performance. We asked students at Florida State University what they thought of the show.

"Her show exceeded my expectations from the dance performance to the fashion attire. I thought she did a great job captivating the audience and singing her most beloved songs while surprising the audience with her pregnancy announcement" says Rebecca Feldman, a recent graduate from Florida State University.

KEVIN MAZUR/GETTY IMAGES
FOR ROC NATION

Another fan of Rihanna, Melanie Green, who is currently a student at Florida State University said, “She looked insanely good for being pregnant, and how is she not afraid of heights?”

Lastly, Martin Espina, another student from Florida State University, said, "I thought Rihanna’s performance at the halftime show was amazing in so many aspects. Not on it was she an amazing singer, but her abilities as a dancer and performer kept everyone entertained and ready for the next half of the game!"

With all of that being said, it’s safe to say many people are big fans of her performance--- as was I! Rihanna was captivating her audience and this performance is very memorable.



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One of the most iconic moments from the show was her brief Fenty Beauty cameo. Rihanna brought out the Fenty Beauty Invisimatte Instant Setting and Blotting Powder and dabbed a little of the product on her face. Though it may seem subtle, this brilliant marketing tactic created a lot of exposure for her brand.

According to Cosmetics Business, there was an 883% increase in Google searches for Fenty Beauty after Rihanna featured that product in her performance. Additionally, Forbes mentions in an article that Fenty Beauty gained \$5.6 million in earned media in the first 12 hours after the Superbowl.

With all of that being said, Rihanna's Superbowl performance was remarkable and was making noise in pop culture. Does this mean that Rihanna is back on the big stage? Will she (finally) release a new album? With a baby on the way, most likely not. There are still a lot of things left unsaid, but one thing for certain is Rihanna is still the icon she once was.

The Superbowl is, arguably, one of the biggest stages in the world, and a lot of fans are so happy that Rihanna was given the opportunity to perform after a long period of silence. She, definitely, left everyone on the edges of their seats. From announcing her pregnancy to performing her greatest hits, Rihanna proved that she is definitely a pop icon

Here are my thoughts: I hope there is an album in our future. I hope the birth of her child goes smoothly. I hope for more performances from Rihanna in the upcoming months or at least years. As for her makeup brand, I hope she has continued success with Fenty Beauty. I, myself, am a fan and consumer of the brand.

So, I guess we all should stay tuned in to see if, and when, another album and concert will be released. In the meantime, I will keep replaying her halftime performance on repeat.



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