



blowin away



Introduction

Originally from Ukraine, the Bloom Twins are identical twins who relocated to London at age 16, quickly making a name for themselves in both the music and fashion industries. Both skilled multi-instrumentalists, the duo uniquely blends electronic and alternative sounds, with each twin bringing her distinct style to their collective music.

Gaining early recognition from media outlets such as MTV and the BBC, Bloom Twins have consistently used their platform to advocate for mental health awareness and show solidarity with Ukraine. Their cover of Bob Marley's "**Get Up, Stand Up,**" performed on BBC Newsnight alongside Jeremy Paxman, highlighted their support for Ukraine. Meanwhile, their original track "**Talk To Me**" directly addressed mental health and garnered international acclaim through multiple music video awards.

Music:

Bloom Twins' collaboration "**DayDream**" with Benny Benassi has surpassed 3 million plays. Their subsequent releases, including "**High on Beat**" featuring Jan Blomqvist (7.5 million plays) and "**Opposite of Crazy**" with Purple Disco Machine, continued to build their reputation among fans and the industry.

In August 2023, they released "Drunk & Loud," the lead single from their alternative music EP, earning coverage from Clash, The Guardian, Record of the Day, The Sunday Times Culture, Wonderland, BBC Radio 1, and BBC Radio 6. The track's music video was nominated for Best Performance at the Berlin Music Video Awards. Their follow-up single, "Beats Not Bombs," led to a collaboration with War Child.





Touring

Bloom Twins have toured globally alongside artists such as Eels, LP, X Ambassadors, Duran Duran, and Nile Rodgers. Recently, they performed with Damian Lazarus at a sold-out show at London's iconic KoKo club and again for his album launch event in Lisbon on April 4th.

The girls have also captivated audiences at Fashion Week events for Dior, Louboutin, FCUK, and Tommy Hilfiger x Zendaya.

Following their U.S. debut at the TED conference in New York City, the duo headlined Aspen Art Museum's ArtCrush.

In March 2022, they joined Fabien Riggall and Secret Cinema for a Ukraine fundraiser at London's Roundhouse, performing alongside Bob Geldof, Franz Ferdinand, and Jack Garratt.

They were then booked for ULTRA Festival Miami and Fantazia Music Festival 2024, sharing the lineup with Miss Monique, Eelke Kleijn, Klangphonics, and more.



Fashion and other achievements

- Featured in prominent magazines including Vanity Fair (Madonna Issue, 2023), Wonderland, Numéro, Vogue Italia, Vogue Japan, i-D, Hunger, Paper, and more.
- Walked the runway for the prestigious Italian fashion house GUCCI for their Spring/Summer 2023 collection.
- Starred in campaigns for major brands such as Sephora, Armani A/X, Swarovski, Si Rossi (featuring their track "Heart on Ice"), and Pandora (featuring their track "Love Me Right Now").
- Launched their "Gussi" clothing line at London Fashion Week 2022 to support Ukraine.
- Highlighted by BBC as "game changers" in social media, alongside Kylie Jenner and Natasha Ndlovu.
- Their live DJ performance on Karl Lagerfeld's Instagram became the most viewed and highest-engaged video on the company's profile, surpassing 200,000 views in under 24 hours.
- Made their acting debut by starring in the film "In2ruders."
- Collaborated with will.i.am and Katy Perry on UNICEF's "Imagine" campaign.





Recent release

Bloom Twins have recently signed with Armada for both label and publishing. On April 4th, they released a feature track with **Damian Lazarus**. Critical reception has been positive. Out Now Magazine describes "Alive" as capturing "the energy of rebirth, with sweeping melodies and haunting vocals creating an expansive sonic world." Magnetic Magazine notes that the track is "equal parts emotional and unexpected," highlighting its rich synths and haunting hooks. The single also features a remix by Canadian producer Nick Morgan, who reimagines "Alive" as a "driving, late-night club odyssey" while preserving its emotional core.

Upcoming release

And shows

Their next release scheduled for June 6th with **Reiner Zonneveld** (1,172,580 monthly listeners). Followed by another feature track with **Klangkarussell** (4,167,188 monthly listeners). Their electronic music EP on Armada will follow, featuring collaborations with other internationally recognised DJs.

With the EP release on the horizon, the twins are also in the midst of planning their live tour dates — with upcoming appearances set to include shows at ADE, Ibiza, and Doha. Exact dates are to be confirmed.



New Look

BLOOM TWINS: NEW ID, DEFINING AUTHENTICITY

Bloom Twins are stepping into a new chapter — one that moves away from sameness and puts individuality in the spotlight. For years, they leaned into their twin identity, playing with symmetry in their look, style, and stage presence. But now, it's about showing who they truly are — separately, confidently, and authentically.

Sofiia embodies a more feminine edge, with soft blond hair and a sleek, elevated style.

Anna wears a short buzz cut — bold, stripped back, and raw.

The contrast is deliberate. It's about showing two sides of the same story, and celebrating the freedom to define yourself on your own terms.

Musically, this shift lets them explore different genres and moods. Sofiia brings melodic hooks, while Anna leans into alternative, experimental textures and a sharper tone.

The new looks will be revealed to public ahead of their next single, at the end of May.



Media Quotes

"Melding together delicious synth pop aspects with a hint of darkness, the pair infuse each song with their own experiences." - **Clash**

"Imagine Sigue Sigue Sputnik fronted by identical Ukrainian twin sisters singing lyrics about empowerment and revenge and you'll be close to capturing the punch this brilliant song packs." - **Sunday Times Culture**

Through true hardship and the darkest of situations, Bloom Twins stand as vivid storytellers and advocates, using their platform to amplify important messages, shining light and love. Their empowering journey and the impactful resonance of "Drunk & Loud" continue to showcase their trailblazing spirit and their ability to create art that touches hearts and ignites change." - **Wonderland**

"An anthem for outsiders, a raucous return that speaks up for the misfits. A song about subverting power." - **Clash**

"Bloom Twins never fail to captivate with their performances; casting us all under their spell with haunting harmonies, boundless energy and overall raw talent." - **Get in Her Ears**

"Their haunting melodies rendered one of their more high-profile gig attendees, Axl Rose, speechless when he came to visit the pair backstage following a recent UK performance." - **British Vogue**

"High On Beat" showcases a hypnotic sound blend, featuring emotive vocals and lush synth waves. The collaboration highlights Blomqvist's ability to seamlessly merge electronic music with live performance elements, reinforcing his reputation as a trailblazer in the electronic music scene. - **Electronic Groove**


THE SUNDAY TIMES

**The
Guardian**

CLASH

Wonderland.

VOGUE

CLOUT



Radio & TV Highlights



Bloom Twins talk to Name Three Songs about how their modeling careers and interest in fashion has influenced their artistry as musicians, their approach to making loud feminist pop anthems, and why they spent 100 hours learning judo for a music video [[Listen Here](#)]



Bloom Twins, Dorofeeva and Jamala discuss the influence of their Ukrainian identity on the BBC World Services podcast Music Life and how their work has changed since the war [[Listen Here](#)].



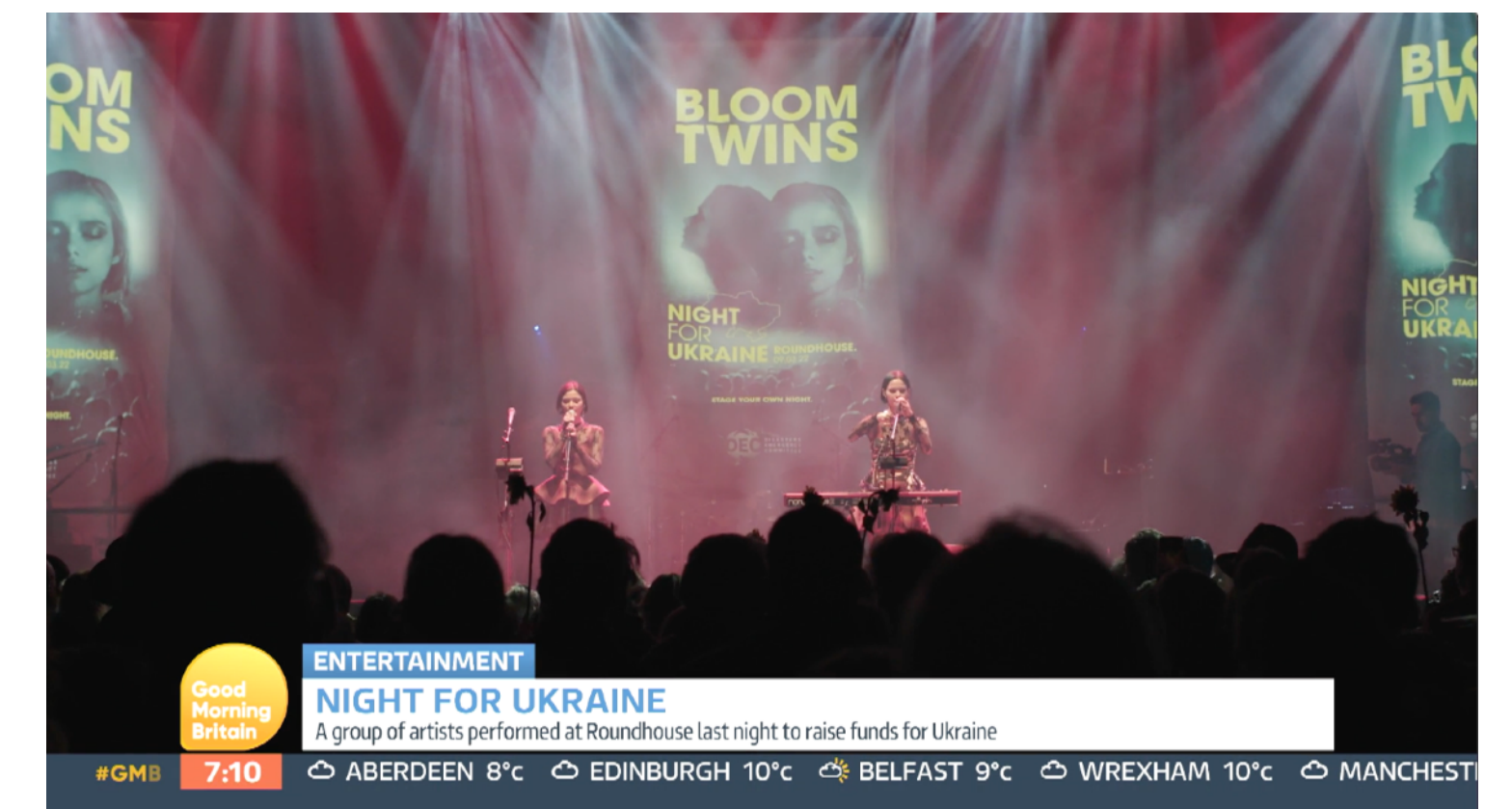
Sonia and Ana spoke to Happy News Podcast about their music, & hosting a fundraiser in association with War Child.



"Drunk and Loud" was included in BBC Radio 1's Future Alternative with Nels Hylton. We've seen support from Deb Grant & Tom Ravenscroft on BBC Radio 6 Music's New Music Fix.



Associated Press with Bloom Twins



Good Morning Britain with Bloom Twins

Socials



Bloom Twins continue to show consistent audience growth across all major platforms, underscoring their growing global presence and loyal fanbase.

On **Spotify**, monthly listeners have risen to **120,617** marking a **+32,680 increase** from the previous quarter. This uplift reflects strong catalog engagement and playlist traction.

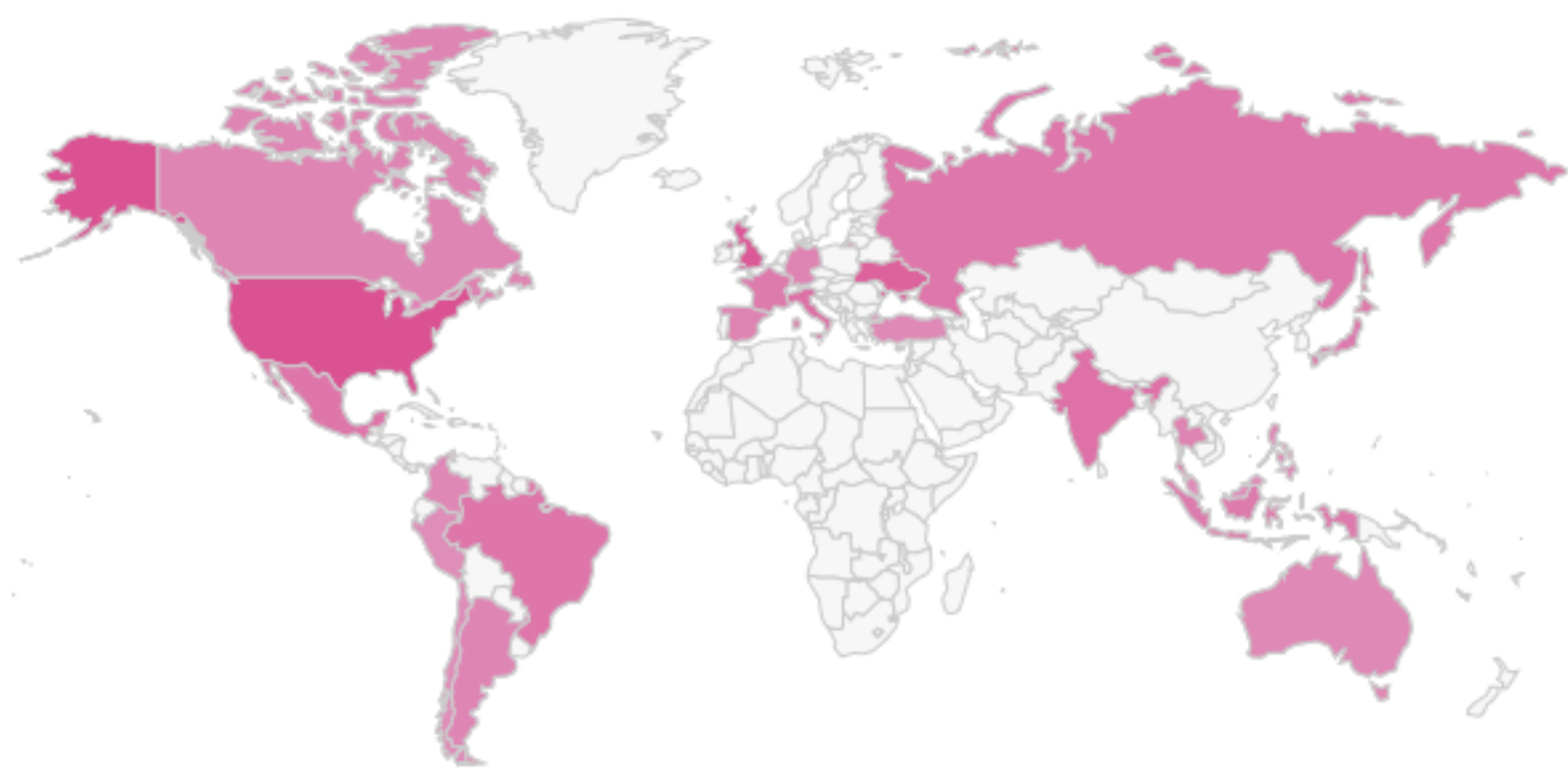
TikTok also shows a healthy upward trend. As of May 19, 2025, the Twins have received **323,400 total likes**, with a **+0.03% monthly gain**, and a **+6.17% increase over the past year**, equating to nearly **+19K new likes**. Organic growth is driven by behind-the-scenes content, music edits, and vocal snippets that resonate with younger audiences.

Instagram continues steady growth, particularly across **the USA, UK, and France** — driven by engaging visual storytelling, live updates, and strong crossover appeal between music, fashion, and activism.

Top Metric Movement by Percent Change for 1 Month



Demographics

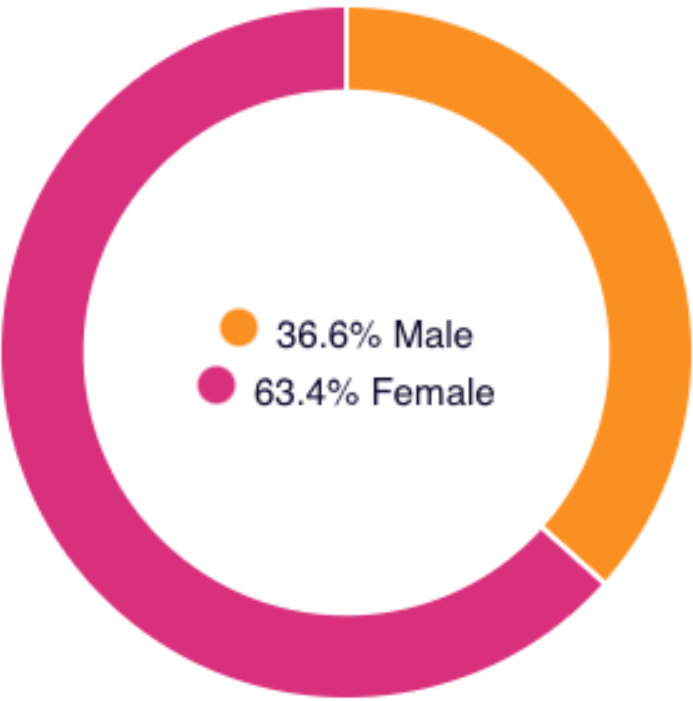


Rank	Country
1	United States
2	United Kingdom
3	Brazil
4	Mexico
5	Ukraine
6	Italy

Bloom Twins’ audience is predominantly **female (63%)**, with the most engaged age group being **25–34**, representing **27.2%** of the total audience. This is followed closely by the **18–24** segment, which makes up **23.9% of female followers** and **7.2% of male followers**, showing strong appeal among Gen Z and younger millennials. The **35–44** range also contributes to their reach, particularly among male listeners.

Overall, nearly **75% of their audience falls between 18 and 34**, underscoring the Twins' strong connection with a culturally engaged, digitally native fanbase.

Bloom Twins Audience Demographics
Primary Instagram Audience: White Multilingual Young Adult Females



	13-17	18-24	25-34	35-44	45-64
Male	1,366 (1.1%)	9,228 (7.2%)	20,752 (16.2%)	10,665 (8.3%)	4,833 (3.8%)
Female	5,662 (4.4%)	30,578 (23.9%)	34,775 (27.2%)	8,196 (6.4%)	1,862 (1.5%)

Top Reels



▶ 4,998,881
♥ 1,293
114

The scent makes us rediscover our bond with nature and embrace our youthful, carefree spirit. It's irresistibl . It moves you. It ...

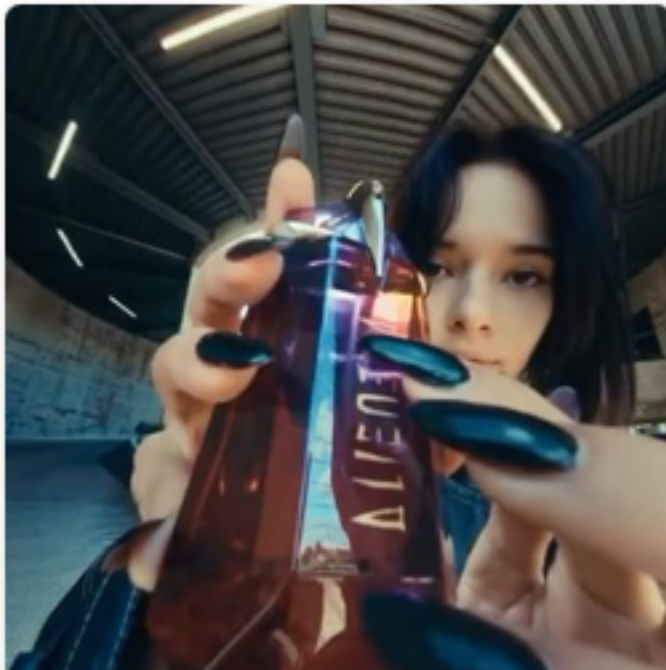
August 5, 2024 [View reel](#)



▶ 3,270,943
♥ 4,085
59

Discover the essence of contrasts with NEW Prada Paradoxe Virtual Flower. Celebrating our ever-changing multi-dimensional selves, blending ...

July 30, 2024 [View reel](#)



▶ 2,826,467
♥ 1,058
14

Dare to explore the full spectrum of your senses? Mugler Alien Hypersense is more than a fragrance. @muglerofficial #AlienHypersense #ad

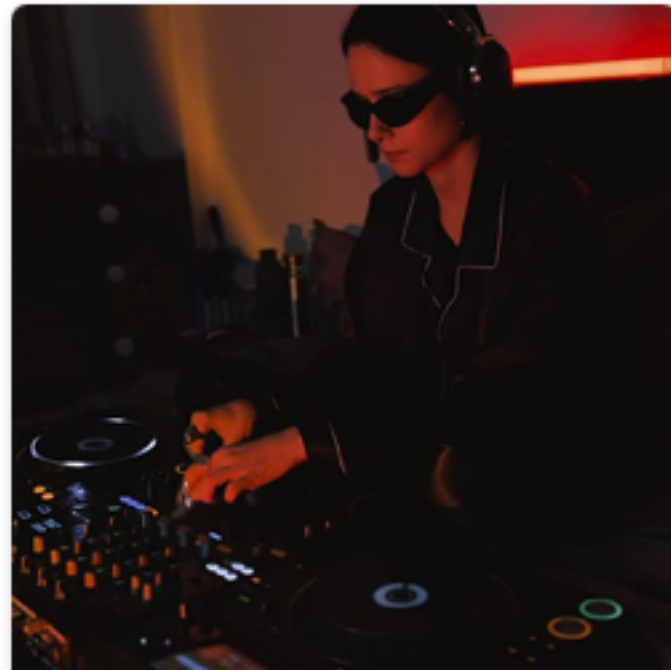
September 20, 2024 [View reel](#)



▶ 260,242
♥ 1,801
59

Stepping into our most resilient and powerful selves with the captivating Alien Goddess Supra Florale by @muglerofficial. Each spray ...

July 3, 2023 [View reel](#)



▶ 157,242
♥ 1,407
84

MOLOKO IS FINALLY OUT @kamenskux @bloomtwins. So exciting to work with Ukrainian artists- let's spread our talents across the whole world ...

April 26, 2025 [View reel](#)

Bloom Twins' Reels regularly capture high engagement, mixing music, fashion, and behind-the-scenes content. Their strongest-performing videos are bold, stylish, and true to their identity.

Reels from **brand collaborations** have reached between **hundreds of thousands to nearly 5 million views**, showing strong audience interest and shareability.

NOTABLE FOLLOWERS



Sabrina Sato

Followers: 31.05M



Anwar Jibawi

Followers: 17.68M



Ali Haydar Kalender

Followers: 13.39M



Steve Aoki

Followers: 11.7M



Levi's

Followers: 9.59M



SWAROVSKI

Followers: 8.86M



KARL LAGERFELD

Followers: 6.7M



UNICORN Mutant Cobr..

Followers: 6.61M



diplo

Followers: 6.47M



Lenny Kravitz

Followers: 6.02M



DOROFEEVA

Followers: 5.38M



Woody & Kleiny

Followers: 4.88M



Nasty Gal

Followers: 4.49M



YUNGBLUD

Followers: 4.03M



Brody Jenner

Followers: 3.73M



Arben Kane

Followers: 3.72M



RedOne

Followers: 3.52M



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