# Lorde challenges norms with provocative 'Virgin' album cover featuring contraceptive imagery



Lorde has surprised her fans with the unveiling of her new album artwork and its provocative title, "Virgin." The striking cover features an X-ray image that appears to show the artist’s crotch area, revealing hip bones, a belt buckle, and a zipper. Of particular note to fans was what seemed to be the presence of a contraceptive device, an intrauterine device (IUD), which sparked a variety of reactions online.

The New Zealand singer shared the album cover on her Instagram account along with the announcement of the album's title. On her official website, Lorde described the work as "An album by me," further noting that it was "Produced by me and Jim-E Stack." While it is not definitively confirmed whether the X-ray image is of Lorde herself, the revealing imagery has engendered significant attention.

Social media responses reflected the shock and curiosity the album cover inspired. One fan tweeted, "I WASN'T PREPARED FOR THIS ON A WEDNESDAY AFTERNOON LORDE," while another simply asked, "girl what are we looking at". The inclusion of what appeared to be an IUD led some to interpret the cover as a political statement. One post remarked, "Lorde putting an IUD on album cover is very political. Can’t wait." Meanwhile, another praised her for the boldness, stating, "The IUD on Lorde's new cover??? CONTRACEPTIVE QUEEN."

The album "Virgin" is an upcoming project and marks another addition to Lorde’s musical career, which has been known for its distinctive style and thematic boldness. The involvement of co-producer Jim-E Stack also highlights a collaborative effort in the creation of this record.

The Daily Mail is reporting on the developments surrounding the album’s release, capturing the public’s reaction to the unconventional and suggestive artistry chosen for the cover. Further details about the album's content and release date have yet to be disclosed.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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2. <https://www.papermag.com/lorde-solar-power-album-2646700190.html> - This source provides insights into Lorde's previous album 'Solar Power,' highlighting her eco-conscious approach to music distribution and the album's themes, offering context to her artistic evolution leading up to 'Virgin.'
3. <https://www.indy100.com/showbiz/lorde-solar-power-album-memes-b1861503.html> - This article showcases the humorous and varied reactions from fans to Lorde's 'Solar Power' album cover, illustrating the public's engagement with her unconventional artistic choices.
4. <https://www.eonline.com/news/1282245/lorde-shares-the-story-behind-her-cheeky-album-cover-in-rare-interview> - In this interview, Lorde discusses the inspiration and meaning behind her 'Solar Power' album cover, providing insight into her creative process and the themes she explores in her music.
5. <https://www.newstalkzb.co.nz/news/entertainment/lorde-on-feral-solar-power-album-cover-grief-and-social-media-addiction/> - This article delves into Lorde's reflections on her 'Solar Power' album cover, her personal experiences with grief, and her approach to social media, offering a deeper understanding of her artistic and personal journey.
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7. <https://www.dailymail.co.uk/tvshowbiz/article-14665467/lorde-intimate-artwork-crotch-new-virgin-vinyl-album.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data