

The Valais Film Commission Welcomes the Filming of Katy Perry's Next Music Video!

Sion, April 1, 2025. **After wearing creations by Valaisan designer Kevin Germanier, Katy Perry has fallen in love with the region and will be filming her next music video there.**

For the first time since its official launch in August 2022, the Valais Film Commission will have the opportunity to host an international star—pop singer Katy Perry. After wearing an outfit designed by Germanier during Mardi Gras festivities in New Orleans, the star had an in-depth conversation with the designer, who told her about his roots. Intrigued, she visited Valais and has now chosen it as the filming location for her next video. The Valais Film Commission is overseeing location scouting and is also financially supporting the project.

"Initially, supporting music videos wasn't part of our cash rebate system, but given the visibility and Katy Perry's involvement, we revised our criteria in order to provide financial support for this production," says Tristan Albrecht, Head of the Valais Film Commission.

The music video will be filmed over the course of April at Studio13, Crans-Montana, and Zermatt.

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