

= Ice Princess (song) =

" Ice Princess " is a song recorded by American rapper Azealia Banks for her debut studio album *Broke with Expensive Taste* (2014) . It was released as the fourth single from the album on March 23 , 2015 . Production of the song was handled by AraabMuzik , while it was written by Banks , Kevin James , and Jonathan Harris . " Ice Princess " contains a sample of " In the Air " , originally produced by progressive house DJ Morgan Page . Lyrically , Banks brags about her wealth , with Jordan Sargent of Pitchfork Media describing it as Banks " spitting knotty rhymes about her diamonds " . " Ice Princess " garnered praise from music critics , with one describing the song as " Banks at her best " . To promote the song , an accompanying music video for the track was released on March 31 , 2015 . It features Banks ruling over a kingdom of ice warriors , flying through the sky destroying anything colorful while turning everything into ice .

= = Background = =

In 2011 , it was reported that Banks was working on a studio album with British producer Paul Epworth despite not having signed to a record label at that time . In January 2012 , Banks signed a record deal with Interscope and Polydor Records to work on new music , and a month later , she announced the title of the album ? *Broke with Expensive Taste* . Approximately a year later , she handed a complete version of *Broke with Expensive Taste* in to the labels . Banks initially thought it would receive favorable reception from the labels ; however , the representatives told Banks that she had not recorded a " hit " single for the album . Ultimately , Banks ended the record deal with Interscope / Polydor in July 2014 . She later approached Jeff Kwatinetz and signed a contract with his company , Prospect Park . Banks eventually released the album on November 7 , 2014 .

= = Reception = =

" Ice Princess " received positive reviews from critics . Pitchfork Media gave the song their " Best New Track " honor , with Jordan Sargent commenting that it displayed " Banks at her best : doing something unexpected simply because she can . " While Brennan Carley of Spin described the song as having the potential to " be the single that finally breaks the Harlem MC on the radio , and it 's about time . " Kate Beaudoin from Mic commented on the song , praising Banks ' flow , " It 's a captivating video and an even better song . Her flow is unbelievable : ' You broke honey , and they call me Banks cause I can loan money / Colder than December , my diamonds on Anna Wintour / So that 's fly ice in my life / I don 't see no limits so I strive and I shine twice , ' Banks raps . Anyone who can fit Anna Wintour into a rhyme about winter automatically gets points . "

= = Promotion = =

= = = Music video = = =

The video for " Ice Princess " was directed by duo WeWereMonkeys . It was released on March 31 , 2015 , via Banks ' VEVO channel . The video depicts Banks as the frozen leader of a robotic ninja army , with snakes for hair , in the style of Greek mythology 's Medusa . She leads her CGI army into battle with a volcano that produces multicolored clouds , that eventually end up destroying her . Reviews of the video were positive . Kate Beaudoin of Mic called the video " epic " , while Daily Mail 's Jennifer Pearson called it " spine @-@ tingling " and according to James Rettig from Stereogum , it 's a " slick " music video . Banks initially caused controversy with promotion for the song , posting pictures of her in makeup for the video , claiming she was in whiteface , which caused outrage on the internet . However , Banks ultimately revealed that she was trolling the media , and the makeup was not finished , being applied for the music video for " Ice Princess " . She later tweeted " Lol u crackers wish I cared enough to be doing whiteface . I 'm becoming the ICE PRINCESS YAAAAAAS

" .

== Live performances ==

On April 10 , 2015 , Banks performed " Ice Princess " at the Coachella Festival . On July 10 , 2015 , she performed it during her set at the Bilbao BBK Live festival in Bilbao , Spain .

== Credits and personnel ==

Credits adapted from Broke with Expensive Taste liner notes .

== Credits ==

" Ice Princess " contains a sample of " In the Air " , a song by progressive house DJ Morgan Page .

== Personnel ==

Azealia Banks ? songwriting , vocals

Kevin James ? songwriting

Jonathan Harris ? songwriting

AraabMuzik ? production

== Release history ==