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Pharrell Williams Turns to Japanese Animation for 'It Girl' Video

By MIKE AYERS



Pharrell Williams released his next video, dipping into the world of Japanese animation for **"It Girl."** Throughout the five-minute clip, there are nods to classic 1980s video-game aesthetics, anime and a re-imagined Mount Rushmore, complete with a Pharrell head. While the video isn't as innovative as his **24-hour clip for "Happy,"** it's a very colorful setting for one of the stand-out tracks from his solo album **"G I R L."**

For the video, Pharrell teamed up with **Takashi Murakami** and his production company **Kaikai Kiki**, where they tapped artist **Mr.** for the visuals. The video isn't so much a linear narrative, but an exploration of different rapid-fire animated scenes. Look closely and you'll spot Pharrell's now infamous hat, in video game form.

Read more: [How Pharrell Stays Happy](#)

The "It Girl" video **premiered this morning** on "The Today Show" as well as on a Times Square Billboard; it's the fourth single from "G I R L," following "Happy," "Marilyn Monroe," and **"Come Get It Bae."** Along with **dominating radio this year**, Pharrell has recently taken on a new role: He's currently serving as a judge on the new season of **"The Voice."**