



Philippe André

Director at **Biscuit Filmworks USA**

La Plaine Saint Denis, France

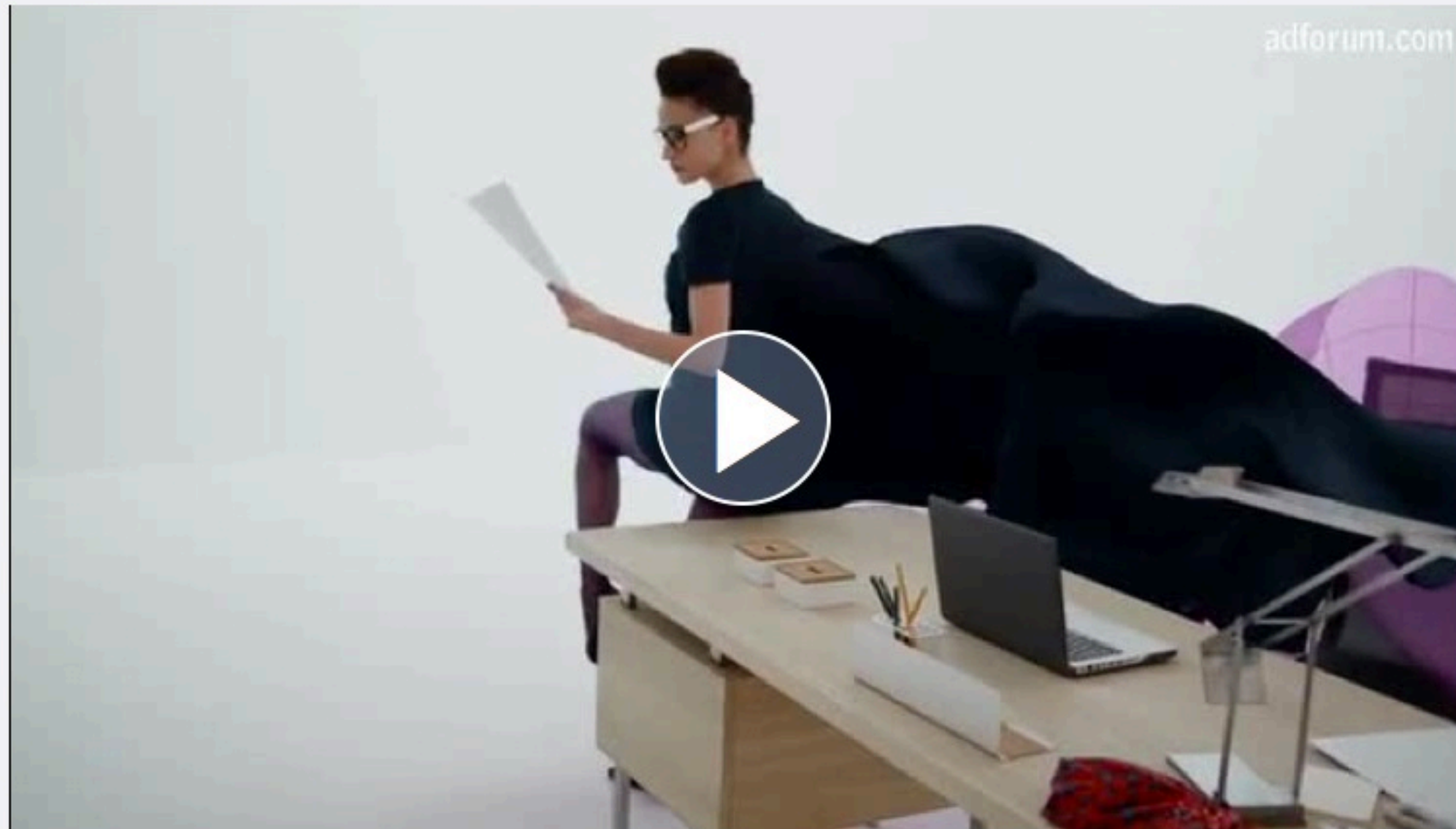
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Créations

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Lycra® - "Lycra® moves you"



SapientNitro Europe London, United Kingdom



4571

MARQUE: Lycra®

ANNONCEUR: INVISTA

People related to this work



Créations associées



Underwear

MARQUE: Lycra®
AGENCES: SapientN...
MÉDIA: Presse & pu...

1115



Pillow Fight

MARQUE: Lycra®
AGENCES: SapientN...
MÉDIA: Presse & pu...

1072



MARQUE: Lycra®
PAYS: United Kingdom

ANNONCEUR: INVISTA



A PROPOS ▾ AGENCE ▾ PRODUCTION ▾ AWARDS ▾ ANNONCEUR ▾ MARQUE ▾ CAMPAGNE ▾

Titre "Lycra® moves you"

Agence [SapientNitro Europe](#)

Campagne [LYCRA® MOVES YOU™](#)

Annonceur [INVISTA](#)

Marque [Lycra®](#)

Date de première diffusion/publication 2014 / 08

Synopsis The TVC features a young woman wearing a range of LYCRA® infused garments. She is transported through a series of different situations in a typical day, and in these environments each dramatic movement her body makes is captured in a time-lapse 'trail' effect to convey the new LYCRA® MOVES YOU™ campaign idea. The action is set to the soundtrack of Nouvelle Vague's 'Dance With Me' track which was specially re-recorded to change the lyrics to 'Move With Me'.

Philosophie The advertising is designed to engage emotionally with consumers by increasing awareness of the qualities LYCRA® offers as a fibre. Its ultimate aim is to force brand reappraisal and create desire for LYCRA® right along the entire value chain – fabric mills, garment brands, retailers and consumers.

Type de média [Télévision & Cinéma](#)

Longueur 60 seconds

Bande son Dance With Me

Directeur de création [Justin Barnes](#)

Producteur, agence [Stephen Worley](#)

Directeur de clientèle [Mike Falconer](#)



Denim

MARQUE: Lycra®
AGENCES: SapientN...
MÉDIA: Presse & pu...

👁 1159



Male Active

MARQUE: Lycra®
AGENCES: SapientN...
MÉDIA: Presse & pu...

👁 1118

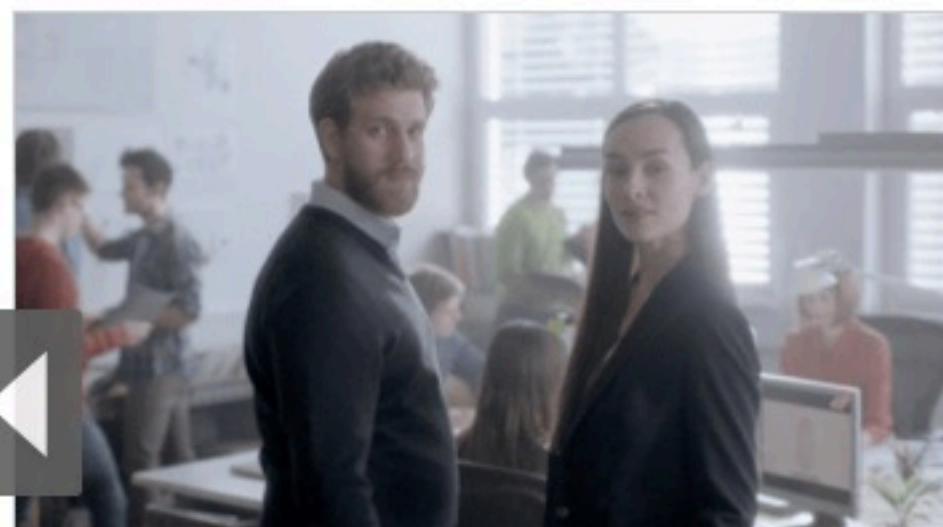


Directeur de clientèle	Mike Falconer
Directeur de clientèle	Naomi Hirst
Maison de production	Independent
Réalisateur	Philippe André
Producteur, maison de production	Cathy Green
Directeur de la photo	David Ungaro
Post production	Glassworks
Production du son	Wave Studios
Montage	Final Cut
Monteur	David Webb

MONTRER MOINS

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Entrepreneur
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AGENCE: ALTMANN+PACREAU



Plus proche de vous
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AGENCE: ALTMANN+PACREAU



Credit jeunes
MARQUE: Caisse d'Epargne
AGENCE: ALTMANN+PACREAU