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SPOT OF THE WEEK

2014

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SPOT OF THE WEEK

This spot features a woman performing a series of balletic dance moves throughout her day, from bed to the office and more, wearing different outfits and accessories made with Lycra. Each movement her body makes is captured in a time-lapse "trail" effect of colour spilling out. Set to the sound of Nouvelle Vague's "Dance With Me" (re-recorded to change the lyrics to "Move With Me" and tie into the new tagline, "Lycra Moves You.")

[Lycra](#) [SapientNitro, London](#) [Justin Barnes](#) [Independent, London](#) [Philippe André](#)



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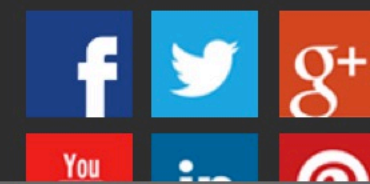
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