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Rankin explores 'freedom and flexibility' of Lycra for latest campaign

Sara Spary, marketingmagazine.co.uk, 22 September 2014, 11:20AM

Lycra has developed a new global campaign with the strapline 'Lycra moves you'.



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Lycra: rolling out global "moves you" campaign

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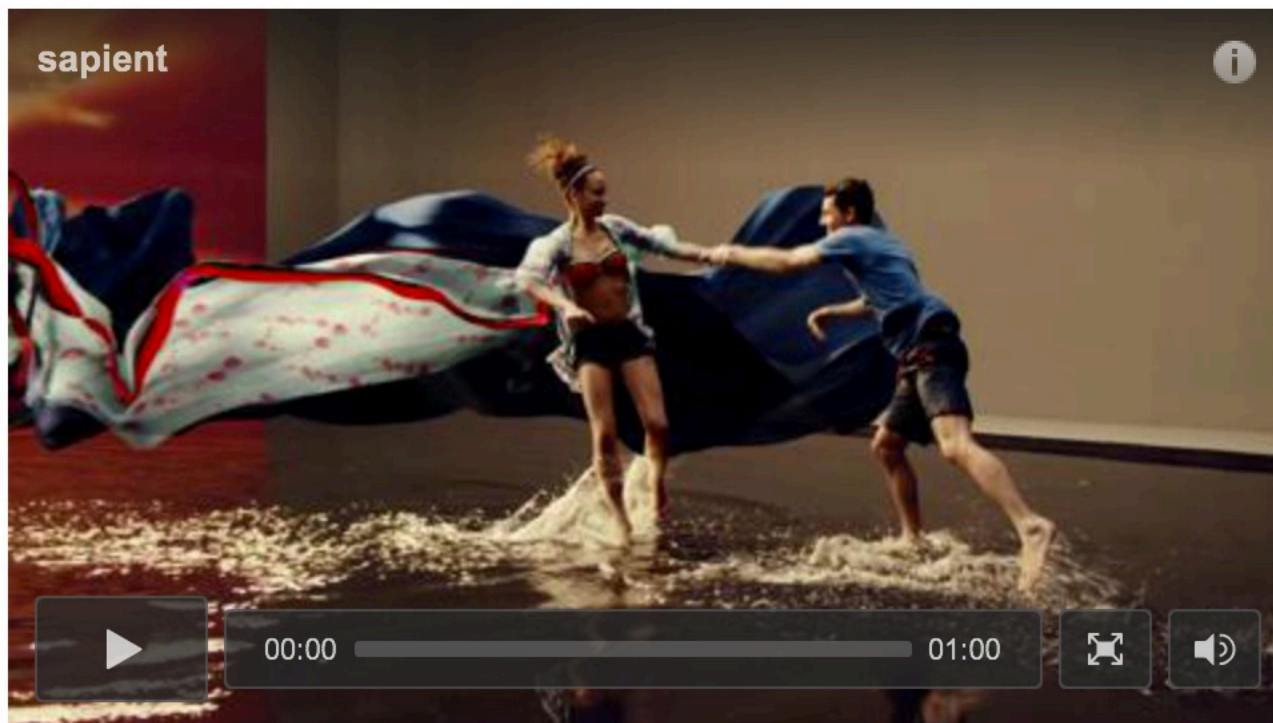


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The campaign, which will roll out globally over the coming months, includes 60- 30- and 15-second TV ads directed by award-winning director Philippe André and print executions created by acclaimed photographer Rankin.

The campaign is designed to emphasise the "freedom and flexibility" of Lycra and how freedom of movement inspires physical, emotional and creative expression. The TV ad shows a woman throughout the day followed by a time-lapse trail-effect of fabrics, designed to communicate movement.

Rankin's print campaign also uses sequences of images to create a trail that shows the movement that is "possible when wearing Lycra". He said the results reveal a fresh approach that combines "the aesthetic of a fashion photograph with the visual of choreographed pieces that showed physical presence".



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Brand: Lycra

Agency: SapientNitro

Photographer: Rankin

Director: Philippe André

Creative Director (TV): Justin Barnes

This article was first published on marketingmagazine.co.uk

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