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Lycra "Lycra moves you" by SapientNitro

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Rankin, the photographer, says his work for Lycra's latest global TV and print campaign was inspired by Eadweard Muybridge, whose pioneering photographs helped people understand how horses run. SapientNitro was the agency behind the work. The TV ads, which will roll out globally after first airing in Brazil, show people moving around as their clothes leave a time-lapse trail behind them. The soundtrack to the spot, which was directed by Philippe André through Independent, is *Dance With Me* by Nouvelle Vague. Post-production was by Glassworks.

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CREDITS

Client	Invista	Director	Philippe André
Product	Lycra	Producer	Cathy Green
Agency	SapientNitro	Director of photography ...	David Ungaro
Creative director	Justin Barnes	Editing	Final Cut
Agency producer	Stephen Worley	Post-production and.....	Glassworks
Client services director ...	Mike Falconer	visual effects	
Account director	Naomi Hirst	Music	Dance With Me
Production company	Independent		Nouvelle Vague
		Sound production	Wave

Keywords:

[Integrated agency](#), [South America](#), [SapientNitro](#), [Television campaign](#), [Television](#), [Media](#), [United Kingdom](#), [Fashion / Clothing](#), [Agency](#), [Ad agency](#), [Lycra](#), [Ad campaign](#), [Agencies](#), [Digital agency](#), [Global](#), [Creative agency](#)

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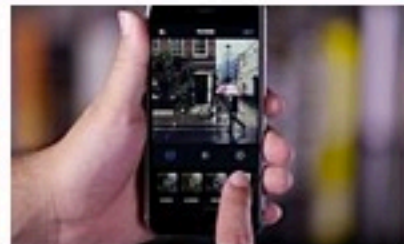
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