



Apparel
Segments

Technologies
and Innovations

Textile
Processes

Hangtags and
Brand Licensing

About the
LYCRA® Brand

Blog

BLOG

LYCRA® MOVES YOU™ TV COMMERCIAL WINS THE "BEST 3D ANIMATION AWARD" AT THE 2014 CICLOPE INTERNATIONAL FESTIVAL OF CRAFT IN BERLIN, GERMANY.

26 NOVEMBER, 2014

How to make the Invisible Visible? Quite a challenge... 3D animated effects help explain consumers how LYCRA® fiber moves with them.



TOPICS

- ★ EVENTS
- ★ FASHION TRENDS
- ★ IDEAS
- ★ NEWS RELEASES

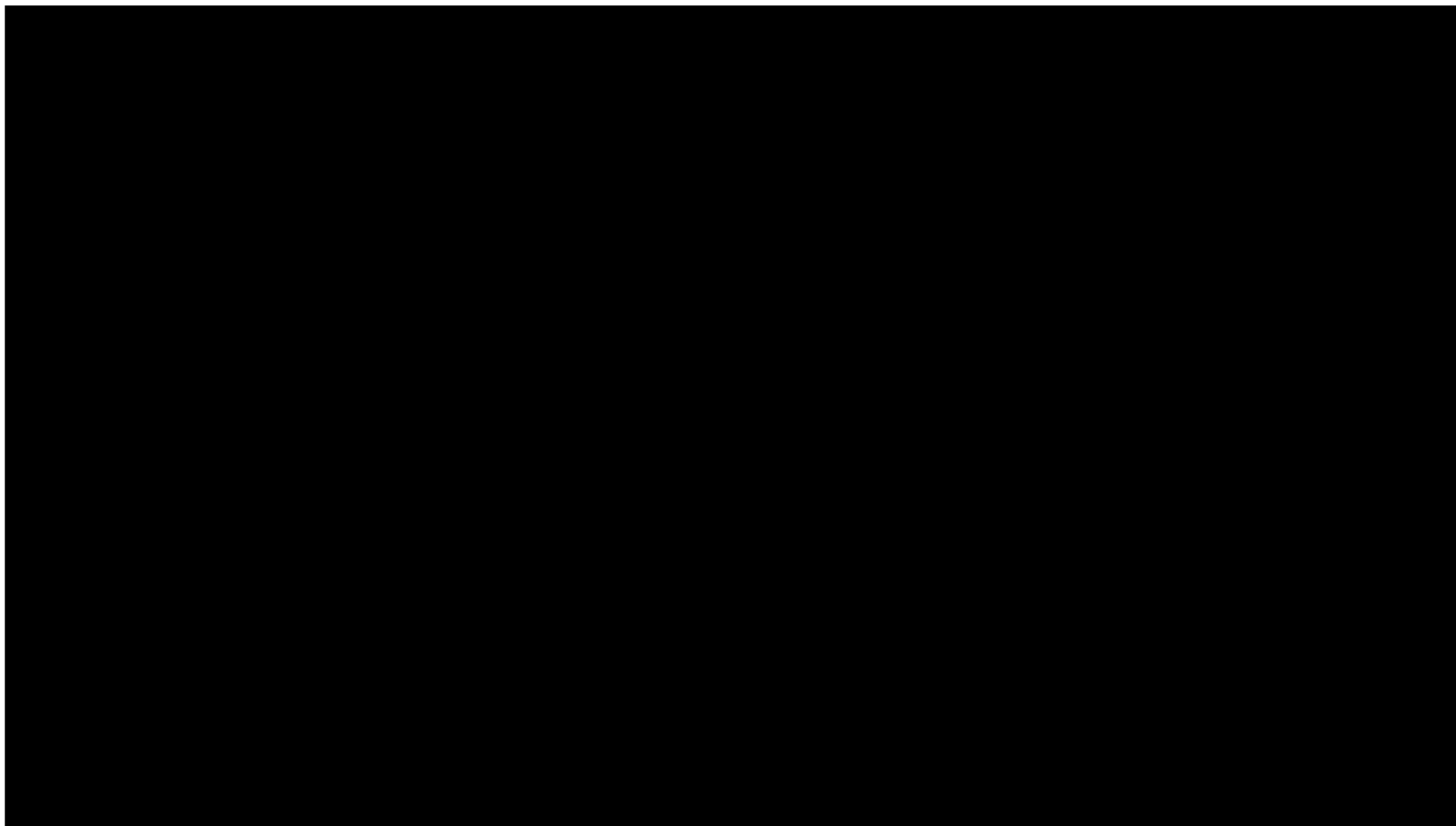
APPAREL SEGMENTS

- ★ ACTIVEWEAR
- ★ DENIM
- ★ FASHION SWIMWEAR
- ★ HOSIERY
- ★ LINGERIE
- ★ PERFORMANCE SWIMWEAR
- ★ READY-TO-WEAR
- ★ SHAPWEAR

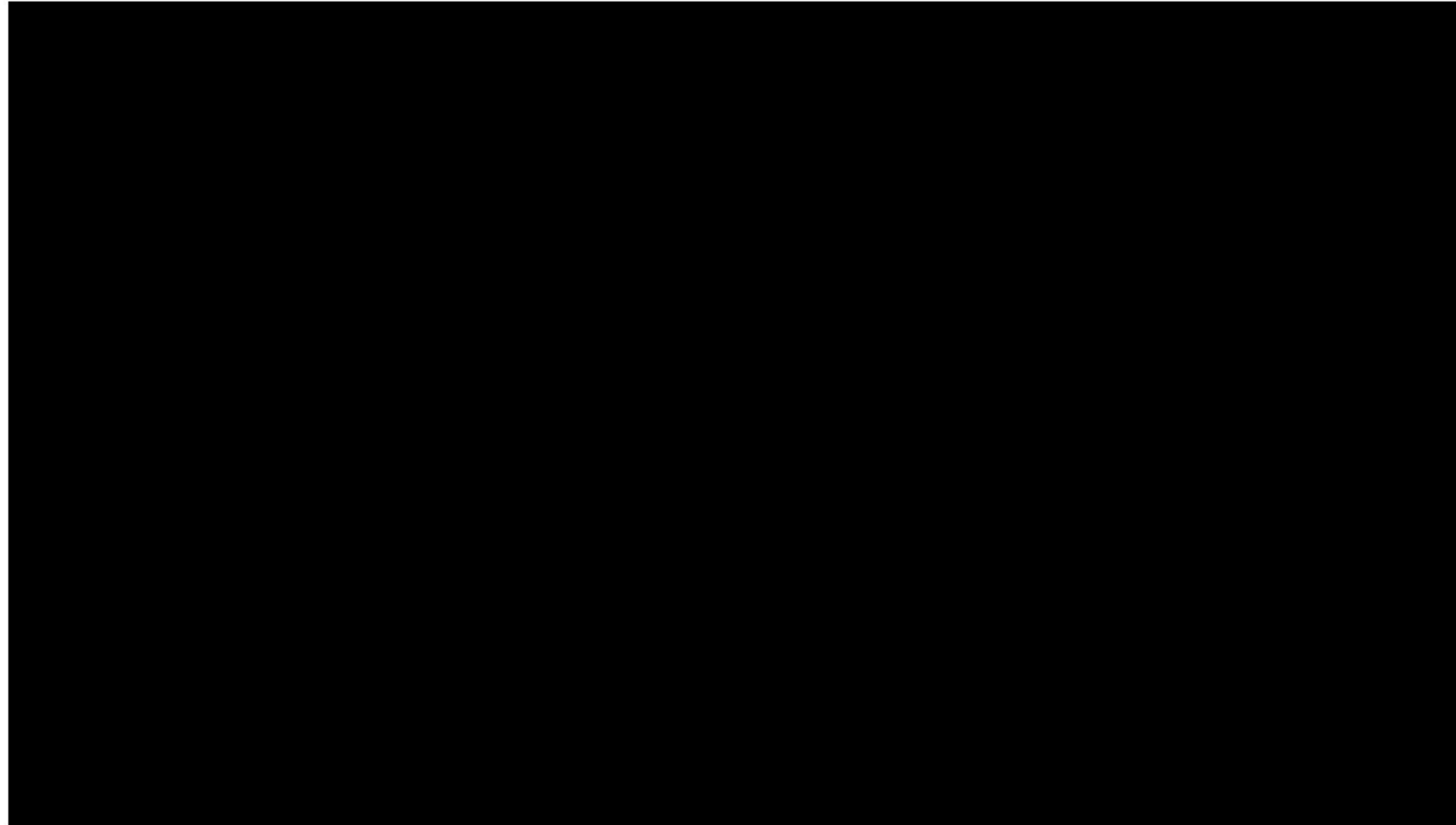
[★ SHAPewear](#)[★ SOCKS](#)[★ UNDERWEAR](#)

A high definition 3D solid trail left behind after every move in the life in the day of our star dancer underlines the freedom to move physically, emotionally and creatively. Exactly what LYCRA® fiber stands for.

Experience for yourself the **LYCRA® brand Film Commercial** below:

[^Top](#)[»Content](#)[vBottom](#)

A special '**behind the scenes**' glimpse at the production of the LYCRA® Brand Film Commercial and the 3D Animation effects.

[^Top](#)[»Content](#)[vBottom](#)

CICLOPE Festival is the only international event fully dedicated to the “craft” in moving image. In the last few years, it has become a platform for directors, creatives, artists, producers, digital creatives and clients to share knowledge, be inspired and celebrate the best work.

Unlike advertising festivals, CICLOPE Festival focuses on the art of execution, rather than the ideas. Whether it’s a TV commercial, a mobile app or an interactive installation, we truly believe a good execution is as important as the idea, and extremely determinant for the consumer’s experience.

More information on <http://www.ciclopefestival.com/2014-winners/>