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Lycra Commercial: Moves You

J'aime Une personne aime ça. Soyez le premier parmi vos amis.



Brilliant Graphic Design

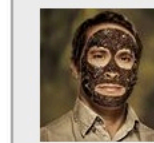
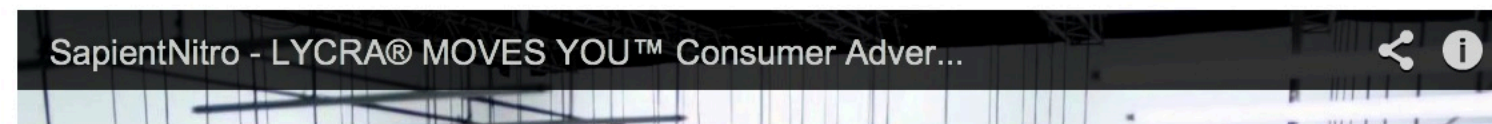
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Lycra and advertising agency Sapient Nitro have released this beautiful video spot recently.

The commercial promotes material that moves you, meanwhile the creatives have taken this notion to some other level. The ad features people, who dance their way through life. The gorgeous movements are accompanied by visual effects, that extend the material. As a result - a wonderful, artistic spot is created.

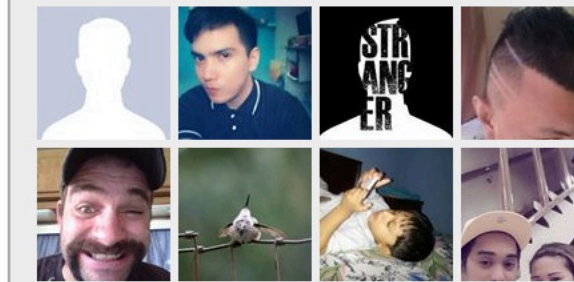
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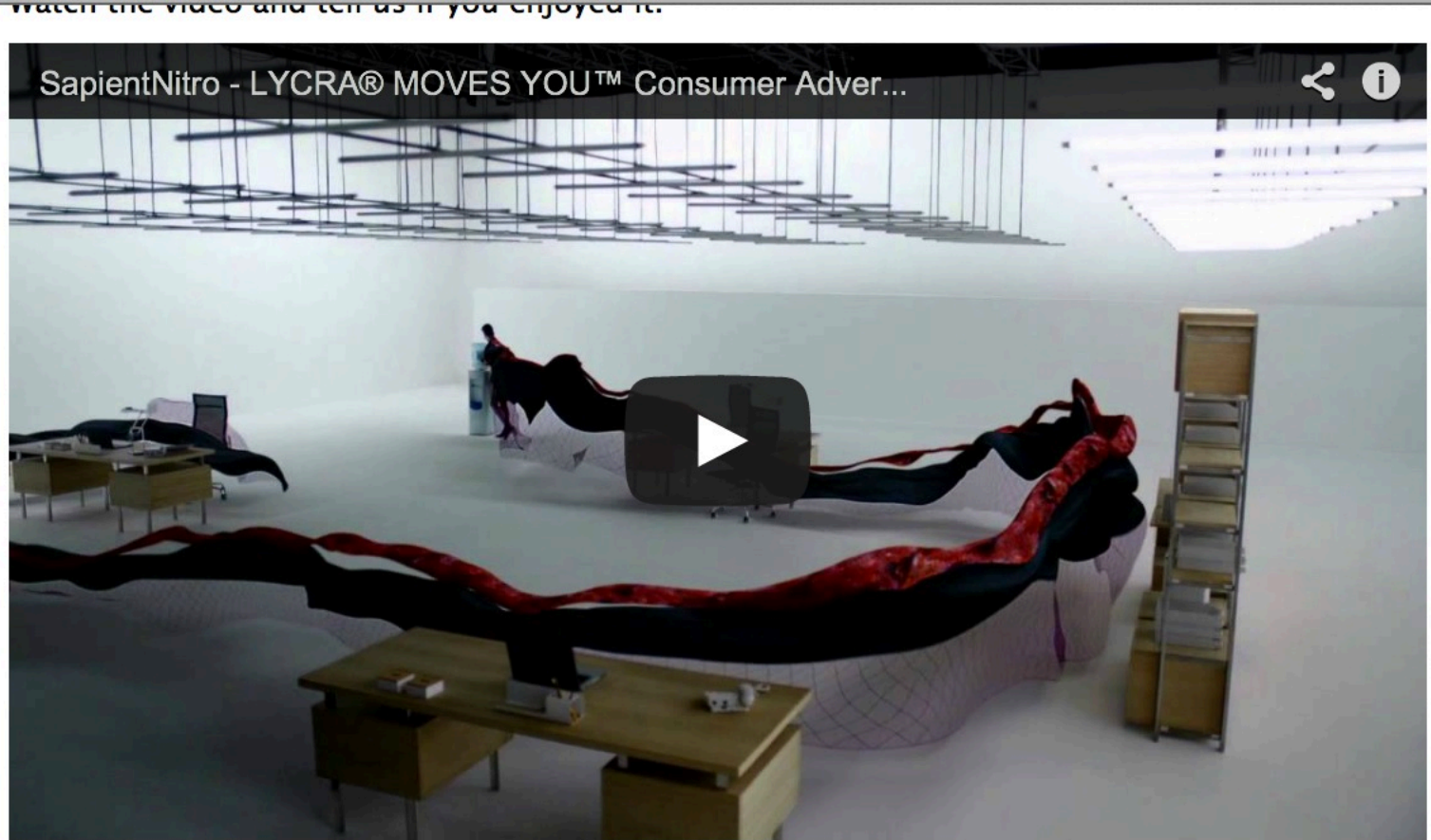
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Credits

Agency: Sapient Nitro
Client: Lycra
Creative Director: Justin Barnes
Agency Producer: Stephen Worley
Director of Client Services: Mike Falconer
Account Director: Naomi Hirst
Production Company: Independent Films
Director: Philippe Andre
Producer: Cathy Green
Director of Photography: Dave Ungaro
Editing: Final Cut
Post Production: Glassworks
Visual Effects: Glassworks
Music: Nouvelle Vague
Sound Production: Wave
Editor: David Webb

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Tags: american commercial, funny commercial, Justin Barnes, Lycra, Mike Falconer, Naomi Hirst, Philippe Andre, Sapient Nitro, Stephen Worley

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