

## Russell Icke conjures up some Christmas Fairies in M&S Campaign

12 November 2014



M&S Christmas Fairies

Christmas must be around the corner as the ever anticipated festive M&S campaign launched at the weekend. Airing during the X Factor the enchanting film will no doubt capture the imagination of children and adults alike. The iconic British retailer selected multi award winning Director Philippe Andre to create their beautiful Christmas offering. Whitehouse Post's Russell Icke has been commissioned to create the M&S Christmas Fairies...



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M&S Christmas Fairies Christmas must be around the corner as the ever anticipated ...

Philippe Andre to create their beautiful Christmas offering. Whitehouse Post's Russell Icke's seamless transitions perfectly echo the M&S brand.

We see Magic and Sparkle, two playful fairies clocking on before flying across a snowy city showering gifts upon children and couples. Using their wands to switch off TV's and tablets encouraging families to go out and play in the snow. The spirit of Christmas rains down on all those who come under the spell of the mischievous pair.

The film is set to Frank Sinatra's 'Fly me to the Moon' and is sung by Julie London.

*Credits:*

**Client:** Marks & Spencer

**Title:** "Marks & Spencer Christmas 2014"

**Agency:** Young & Rubicam

**Production Company:** Independent

**Director:** Philippe Andre

**Editorial Company:** Whitehouse Post

**Editor:** Russell Icke

**Assistant Editor:** Gary Bowyer

**Executive Producer:** Bebe Ewwaraye

**VFX:** MPC

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