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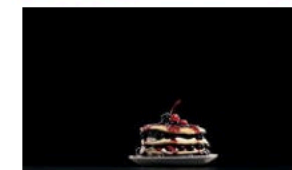
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This elegant spot forms part of Move You, a campaign for fibre brand LYCRA created by agency SapientNitro.

The ad, directed by Philippe André, features people wearing a range of garments as they are transported through a series of different situations. The dramatic motions of their bodies are captured by their clothing in a time-lapse 'trail' effect – showing the freedom and flexibility that LYCRA fibre brings to clothes

As well as a range of TV spots, the campaign features print executions by photographer Rankin. Both the film and print work is inspired by Victorian photographic pioneer Eadweard Muybridge.

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Creative connections

Agency	SapientNitro
Production	Independent Films
Post Production	Glassworks London
Editing Company	Final Cut
Visual Effects	Glassworks London
Sound Design	Wave Studios
Client	INVISTA
Agency Producer	Stephen Worley
Creative Director	Justin Barnes
Director	Philippe André
Producer	Cathy Green

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Sound Design **Wave Studios**

Client **INVISTA**

Agency Producer **Stephen Worley**

Creative Director **Justin Barnes**

Director **Philippe André**

Producer **Cathy Green**

Director of Photography **David Ungaro**

Colourist **Jean-Clément Soret @ MPC**



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