

Lenor's little rock number

Description

This summer we helped Lenor to primp stylish spots showcasing vernal style at both ends of the shade spectrum, now extending throughout Southern Europe.

In this breezy summer spot, a well cared-for little black number is a secret weapon. Our secret weapon was English troupe Bosco Rogers, whose laidback, punky psychedelia added a generous helping of self-possessed style and perfectly complemented the ad's playful tone.

The spot can be seen throughout the sunny South East of Europe. Check out some of the international versions now on small screens from Å ipovo to Sofia:

This second ad dials the freewheeling Sixties spirit up a notch with a bright look at how Lenor keeps the perfect summer dress a whiter shade of pale. The soundtrack keeps it modern with a vintage snap - New York's Bess Rogers brought a carefree, rocky edge to the palate.