



Fashion label MOUSSY launches collection with dance film and an ingenious musical collaboration

Description



Japanese fashion brand MOUSSY unveiled its new line STUDIOWEAR which takes inspiration from sporty aesthetics, dance wear and athleisure. The focus of the brand’s recent campaign concept movie is modern dance and movement, and it features a breakout starring role for dancer Miu Ide.

When it came to sourcing music for the gritty-looking movie, our search took us even further afield than Japan; we needed a composition to carry the film through its still, meditative moments, scenes of bleak urban streetscapes and into the explosive modern choreography with Ide in lead dance position.

The crystalline electronica that came to complete the movie is the work of two Australian artists: an original composition, "Flow," by self-described reformed opera singer Jessica O'Donoghue, with a remix by fellow Sydney native artist and longtime underground electronic music producer, Deepchild.

Watch MOUSSY's *STUDIOWEAR* film in its full splendour, below:

<https://vimeo.com/230729681>