



Superstars Heidi Klum and Rankin launch #LETSDENIM with indie pop artist Alex Lahey

Description



Supermodel **Heidi Klum** is one of the most recognisable celebrities in the world. So it's only fitting that to introduce her new **#LETSDENIM** line for supermarket giant **LIDL**, she teamed up with another entertainment powerhouse to shoot the campaign's film: famed British photographer **Rankin**.

With names of this calibre, our music supervision work on this campaign needed to match the spot's star power!

The ads recently debuted during London Fashion Week and are full of energy, colour and fun. We searched for the perfect uptempo song in the same spirit, which made **Alex Lahey's "Every Day's The Weekend"** the obvious choice.

The Melbourne-based singer-songwriter is a rising talent of Australia's indie scene, and this song has the turbo-powered indie pop sound and a singalong "Millennial Whoop" bridge that make it a timely anthem.

Watch both #LETSDENIM films plus the "Behind The Scenes" short below, all featuring "Every Day's The Weekend."