



Life Style Sports hosts a dance showdown for the holidays in their new Trainer Central spot

Description



Holding the mantle of **Ireland**'s largest sports retailer, **Life Style Sports** is heading into the holiday season with a competitive mindset!

Their **Christmas Showdown 2018** campaign for the company's fashion and lifestyle department **Trainer Central** is a narrative short film following the hype-up process for a young protagonist. He trains, poses and receives encouragement from his supportive parents ahead of what appears to be a fierce contest with a foe.

As the two men meet in a streetwear clad church, our hero is eventually crowned the winner after a fierce popping-and-locking routine.

Our music supervision work with this campaign included sourcing the music to soundtrack the gritty hyper-realism of the early home scenes, as well as the action that later explodes into colour and movement. The perfect pitch was found in **“Drippin” (Instrumental Mix)**, by **Las Vegas**, Nevada based trio **Splitbreed**, whose hip hop infused dance music has had them riding the crossover **EDM** sound.

Watch Life Style Sports Christmas Showdown 2018 : Trainer Central spot below.