



Our elevated partner Nathan Fox secures a stylish sync on Dentsu Urban’s latest spot

Description



D'Urban, a high-end **Japanese fashion brand**, celebrate their **50th anniversary**. This brand grabs the attention of celebrities and fashionistas across generations, and as the actors in the spot bow to the suit on display, we see that it is a collection that demands respect.

This is not just vintage fashion but **D'Urban** intertwines modes of the past with fashion of the moment, centring itself around the theme of **inheritance**. **We will treasure its history and carry it forward.**

At **Tracks & Fields** we are thrilled to provide a sleek and snazzy soundtrack from one of our **exciting elevated partners**, [Nathan Fox](#). **Nathan Fox** comes from San Diego, California, and his rustic singer/songwriter style creates honest and wholehearted music with a country twang. His authenticity accompanied by his heartfelt and deep-seated lyricism instantly grabbed our attention; we wanted him on board.

Less than one year later, his track is selected for **D&U's 50 year anniversary campaign**. His retro-infused and soulful indie folk, captures a sense of **timelessness** that this brand calls for. **I Am All Done**• is an enduring yet groovy number, singing of perseverance and love whilst being carried along by a jazzy keys, a solo trumpet, and Fox's classic country guitar.

If you, like our team, are a big fan of **Nathan Fox's** music then check out his back catalogue [here](#).

Also watch the D&U film in full below:

https://www.youtube.com/watch?v=_l8HxGO_BQQ&feature=youtu.be