



Zalando celebrate human connection in their festive film

Description



The last few months have been difficult for all of us. So many people have been isolated away from their loved ones and restricted to socialising at a distance, unable to experience physical touch. In **Zalando**'s holiday campaign they make the promise that **we will hug again**. We licensed **Frank Ocean**'s "Godspeed" for the film, the track encapsulating the mood perfectly as we look to a time when we will once again be able to hold each other without fear.

The spot shows a range of people hugging – family members, lovers, friends – from all across the world. It's a **universal message** that encapsulates the spirit of **human connection** in the face of

adversity. A festive message tailor made for 2020, inspiring hope that we can get through this. We will be able to hold each other again.

Watch Zalando's Holiday 2020 film here: