



Zalando spread positivity with their ActivistsofOptimism campaign

Description



Zalando kick start the summer with a boost of positivity with their **ActivistsofOptimism**. We licensed 90s dance classic “**Show Me Love**” by **Robin S** for the campaign, providing exactly the joy we all need right now heading into the summer after a long year.

The film features a roll call of people spreading positive vibes in their communities, including drag artist **Bailey J Mills**, **Troy The Magician**, dancer **Salif Gueye**, blogger **Rianne Meijer**, artist and model **Juliette Marsault**, DJ and producer **CKTRL**, performance artist **Sagg Napoli**, author and model **Naomi Shimada**, educator **Kim Hoss**, skater **Embwoi** and more.

The Activists of Optimism are guaranteed to put a smile on your face with their infectious joy, from dancing like no one's watching to playing the saxophone to a herd of cows, they're ready to inspire positivity wherever they go.

Watch Zalando's Activists of Optimism film here:

<https://www.youtube.com/watch?v=zK2m5NhCwos>