



#GoNoticed with Zalando

Description



Zalando, the online fashion and lifestyle platform have released their newest campaign, #GoNoticed.

Throughout this campaign theyâ??re highlighting streetwear, its origins, versatility, individuality and culture.

Their content includes talent from across Europe, including singer and actor Aron Piper, musicians Yendry and Å»abson and dance group Let It Happen.

The advert features the topical track ‘‘Style and Fashion’’ by British rapper Pa Salieu (feat. Obongjayar). Our VP Music Supervisor for Europe, Marc was assisting with the creatives on this project, suggesting a variety of artists and tracks that could work, but the Pa Salieu track was the ultimate favourite.

We’re glad that it was, as this campaign has an awesome soundtrack, check the advert out below:

