



Zalando Shares the Dreamlike Potential of their 2023 Autumn/Winter Collection

Description



The summer is finally winding down, and with it, sleeveless shirts, open-collar polos, knee-length shorts and other light, breezy clothes. It's time to look ahead to more contemplative, cosy months; for warm, comfortable outfits such as sweaters, pullovers, long jackets, that still allow the imagination to run free.

To promote their Autumn and Winter collections, popular online retailer Zalando have created an enticing, evocative advert. As Zalando are one of the top market leaders when it comes to the e-commerce industry in Germany and many other countries across the EU, their strong brand reliance enables them to push the boat out in terms of original artistic vision.

Their latest, "As you dream it", directed by Pantera and produced by Solab, features an assortment of regular people being transformed into ballerinas, spacemen and mermaids, all linked in the creativity found in self-expression. With intimate angles, muted, dark colours, exciting transitions, charming VFX and an overall sense of freedom, **this spot is a lovely testament to autumnal reinvention that never loses sense of the inner child in everyone.**

When it comes to picking the right music to aid this sentiment along, sometimes the classics work best. To capture a special feeling of fantasy and whimsy, as well as providing an instant sense of familiarity, we produced a special re-recording of the 1931 song "Dream A Little Dream Of Me" - best popularised by the American group The Mamas & the Papas - with up-and-coming French singer November Ultra. **Her re-interpretation brings out the magic of the original while adding a contemporary sheen.** We hope that it will help inspire you to transform your wardrobe and embrace the full potential of the coming months!

Feel free to check out our latest advertising spot below.

Brand: [Zalando](#) | **Vocalist:** November Ultra | **Director:** [Pantera](#) | **Agency:** [Convoy](#) | **Production Company:** [Solab](#)

Music Supervision: Tracks & Fields

<https://vimeo.com/859728191/ed05570a5a?share=copy>