



Make It Your World with the New LASCANA Autumn/Winter Campaign

Description



Autumn is already upon us, with winter soon to follow. This means ditching bold and bright colours and embracing warmer earth tones. LASCANA have recently announced their new, vibrant collection with warm earth tones, perfect for the fall aesthetic and darker nights. With new jackets, sweaters and pumps, ranging from casual to chic, to their trademark lingerie collection, **LASCANA offers something for every kind of woman.**

To promote their new and exciting collection, they have crafted a new spot with the help of Markenfilm Hamburg. Featuring a model in a variety of outfits, and blurring the lines between reality and artificiality, it shows how what you wear can shape the way you see the world. **It's appropriately titled, "Make it your world."**

LASCANA, founded in 2002, is an international women's fashion brand, offering a wide variety of lingerie, underwear, swimwear, beachwear, sportswear, and shoes and accessories. They have 26 of their own branches and outlets in Germany, can also be found in large department stores across Europe such as Galeria Kaufhof, Sinsheimer and Dodenhof, as well as various online stores, spanning from Sweden to the USA. With over 190 employees and continued growth over the past few years, they are slowly rising to be one of the top lingerie and women's fashion brands in the world. **All their products are united under one banner: "It's a woman's world."**

To create a seductive sense of sensuality and empowerment for this excellent advert, we helped license the pulsating electronic track "All My Life" by Texada, the musical brainchild of Canadian multi-instrumentalist and singer-songwriter Hayley McLean. With subtle beats, sultry vocals and atmospheric synth lines, we believe it captures the ethos of LASCANA's message excellently. Please feel free to check out the spot below!

Brand: [LASCANA](#) | **Artist:** [Texada](#) | **Agency:** [Markenfilm Hamburg](#)

<https://vimeo.com/870640647/6c6a5c1599?share=copy>