



Unwrap Your Christmas Story with Zalando and Chloë? Sevigny

Description



From her film debut in the 90s cult classic *Kids* to her bold turn in Cannes competition film *The Brown Bunny*, as well as It-Girl cementing performances in music videos for Sonic Youth and The Lemonheads, **Chloë Sevigny has always been associated with a certain type of sophistication and chic.**

Having modelled for designers including Louis Vuitton, Vivienne Westwood and Kenzo, her daring fashion choices make her someone constantly thought, talked and written about – often with an equal share of praisers and detractors. Now she lends her unique *je ne sais quoi* to Zalando, Germany's biggest online fashion retailer.

Zalando's Christmas spot – "Unwrap Your Story" – unlocks the Golden Globe-winning actresses' manifold faces and talents, with a narrator showing the "many sides of you." Sevigny is put in a variety of poses: from chopping onions in a kitchen to preparing a Christmas cake; enjoying private time in public, to unwrapping gifts from Zalando. It joins their Autumn/Winter collection advert, featuring a special rendition of "Dream a Little Dream of Me," as another bold and seductive statement from one of Europe's biggest e-retailers.

A short and sweet 30-second spot, handled by global creative agency 72andSunny, created by Berlin-based production company Anorak and directed by the Emmy-nominated Justyna Obasi, we believe it puts a fresh and creative spin on embracing the Christmas spirit. To create a punky vibe, we helped to license Delta5's post-punk/new wave jam "You." One of the biggest hits from the short-lived Leeds-based band, its funky drumming, spoken lyrics and seductive bassline, perfectly complements Chloë's journey in getting her Christmas in order. **Please feel free to check out the unique and exciting spot below.**

Brand: Zalando | **Star:** Chloë Sevigny | **Production Company:** [Anorak](#) | **Agency:** [72andSunny](#) | **Director:** [Justyna Obasi](#) | **Artist:** Delta5

<https://vimeo.com/881830159/4f67dd46e2?share=copy>