



Figure Out What To Wear with Supernature

Description



A whole new audience and a new generation were exposed to Cerrone's 1977 masterwork "Supernature" this year when a rerecorded version of the track was played at the Paris Olympics. It speaks to the enduring nature of the French drummer and producer's most popular track, a ten-minute disco dystopia symphony that, along with Giorgio Moroder's "I Feel Love," helped to usher in a new era of disco music and pave the way for electronic dance music, **most notably techno and acid house.**

The lyrics for the track, imagining a future where creatures down below take their revenge upon mankind, were written by the British-American Lene Lovich, who would go on to be a fixture of the New Wave scene. It was an immediate hit, reaching number one in the US disco charts in early 1978 while hitting number eight in the UK singles chart. Its impact on dance music is profound and wide-ranging, with many remixes of the track, including by Danny Tenaglia and Alan Braxe.

We found and licensed the original track for Zalando's latest Christmas spot, handled by Mother and produced by Academy Films, which is all about the dread of trying to find the right clothes for the holidays. Featuring a woman in nothing but a towel, it's a humorous take, with clever transitions, on the existential dread of not knowing what to wear with Zalando's vast selection of clothes, of course, the obvious solution. It also features a classic 70s aesthetic, as seen by the neon exteriors, warm interiors, disco balls and glittery sequins, which we tapped into with this chic choice of track.

As always, please feel free to check out the full 90 second spot below.

Brand: Zalando | **Agency:** Mother | **Production Company:** Academy Films | **Editor:** Paul Watts | **Media:** Dentsu and CrossMedia | Music Research and Licensing: **Tracks & Fields**