



What Do I Wear? with Zalando

Description



Since he embarked on a solo career after being the creative force in the indie pop band the xx, Jamie xx has easily established himself as one of the most intelligent and interesting DJs from the UK.

Part of what makes his work so enjoyable is his willingness to collaborate with and learn from other artists, starting with the 2011 remix album *We Are New Here* (2011), introducing legendary artist Gil Scott Heron to a whole new audience. This is something that has extended to Jamie xx's latest work, including his much-fêated collaborations with Australian musicians The Avalanches.

Following the more downbeat "Wherever You Go" from the Avalanches' 2020 album, *We Will Always Love You*, "All You Children" is part of Jamie xx's latest album *In Waves* reunites the artists with an upbeat and otherworldly track, mixing children's vocals with a pulsating, addictive rhythm. Speaking of this collaboration with the group, Jamie released a statement: "The Avalanches have always been an inspiration for me. Their sample technique and how they piece together different sounds is incredible, and collaborating on a track with them has showed me new ways of making music."

We synced the track for Zalando's latest spot, "What Do I Wear?", starring none other than Sarah Jessica Parker in a town in Spain, figuring out what she should put on in order to fit in like a local. The track expertly fits the manic energy of the spot, as well as imbuing it with a sense of playfulness, showing both brand and star unafraid to poke a little fun at themselves. Please feel free to check out the entirety of the 30-second spot below!

Creative Agency: Mother | **Production Company:** Pulse Films | **Music Clearance and Licensing:** Tracks & Fields

<https://vimeo.com/1068605909/ffc337f4e6?ts=0&share=copy>