



Zalando brings style to life with Uma Thurman and Little Simz

Description



Tracks & Fields is thrilled to announce its latest music licensing project: “Mood Swings” by Little Simz has been secured for the newest campaign of online fashion leader Zalando. The film, starring Hollywood icon Uma Thurman, captures the ever-familiar question: “What do I wear?” Set against the lively backdrop of a weekly market, Uma sees herself reflected in other people as they move through a kaleidoscope of different fashion styles. Each transition highlights the freedom of self-expression and the versatility that fashion—and Zalando—offer.

Why “Mood Swings” is the Perfect Fit

Little Simz's "Mood Swings" delivers the exact sonic atmosphere the campaign needed: hypnotic, dynamic, and shifting—mirroring both the changing moods of style and the self-reflective concept of the film.

The track, produced by Jakwob, opens with minimal, dark percussive elements and hard-hitting 808s, setting a futuristic but intimate tone. Layered with Simz's unmistakable flow, the production maintains an alluring tension. Percussion cuts through in crisp detail, the vocals slide into the mix naturally, and the low end lands with satisfying weight. The result is a track that moves fluidly—just like mood, just like fashion.

"Mood Swings" is also notable for its purity of vision; it carries writing credits only to Little Simz and Jakwob. In an era when many superstar releases involve sprawling lists of collaborators, this track feels strikingly direct, close to the source of the artist's creative energy. That intimate connection is exactly what lends both the song and the campaign film their resonance.

Tracks & Fields's Role

As always, Tracks & Fields's role was to connect brand and music in a way that amplifies both. In Zalando's campaign, "Mood Swings" doesn't just soundtrack the narrative—it deepens it, providing a musical reflection of the shifting identities that fashion makes possible.

With Uma Thurman embodying the elegance and wit of the campaign's story, and Little Simz's voice adding depth and edge, the result is an ad that stays with its audience long after the market stalls fade from view.

