



Fashion Meets Football: Zalando celebrates new DFB partnership

Description





When fashion steps onto the pitch, something electric happens. Zalando's new campaign film, celebrating their new Main Partnership of the German Football Federation (DFB), does exactly that. Bridging eras, icons, and aesthetics in a film that celebrates both the style legacy and sporting greatness of the Germany's national team.

To bring that fusion to life, Tracks & Fields handled the music supervision and licensing, building the sonic backbone that carries the story between past and present with effortless swagger.

## **A Film Rooted in Legacy And Dripping with Style**

The film dives into the rich history of the German Football Association (DFB), where legendary performances and iconic looks inspire the next generation of players. On screen, legends of yesterday move in step with today's stars. Jerseys become fashion statements, tunnel walks feel like runway struts, and iconic moments of German football find new energy through bold contemporary styling.

The film's statement *Wann wirst du zum Style? Wenn du auf dem Platz gefeiert wirst!* is reminding viewers that style isn't chosen: it's earned, lived, and remembered.

## **Landline by binki Soundtracking the Swagger**

Great visuals deserve a great track and T&F's music supervision landed exactly the right one: *Landline* by binki. Punchy, charismatic and impossible to ignore. *Landline* brings a youthful confidence that mirrors the film's mix of freshness and nostalgia. Its raw groove and offbeat charm give the campaign its pulse. The track is bridging eras the same way Zalando bridges fashion and football culture giving the film a rhythm that feels as iconic as the players it showcases.

The American singer and songwriter Baraka Andrew Onger, known as binki, was born in 1997 in Pennsylvania to Kenyan immigrants. He grew up between Hershey, PA, and North Carolina. Originally focused on acting, he studied theater at the University of North Carolina. His path shifted in college after a Jimi Hendrix documentary inspired him to pick up the guitar, leading him to write and share his own songs.

After graduating in 2018, he moved to New York City and released his debut single, *Marco*. The city's energetic, genre-blurring music scene helped shape his sound that is a mix of funk, indie rock, and hip-hop. In 2021, he released his debut EP, *Motor Function*, that also included *Landline*. The EP was recorded during the COVID-19 pandemic and centered on themes of vulnerability and youthful tension.

## **A Perfect Match: Zalando x DFB x T&F**

As Zalando steps into its role as the new Main Partner of the DFB, this campaign sets the tone for a partnership built on culture, charisma, and community. T&F's music supervision and licensing helped ensure that the soundtrack of the film is at the same level as the story it tells. A celebration of sport. A tribute to legacy. A nod to the icons who shaped it. And a soundtrack that feels ready for the

next chapter.

Fashion meets football and the result is pure style.

[Get in touch](#) to explore how we can help bringing some extra style into your next project with music.

<https://vimeo.com/1137654412/e13327bc47?fl=tl&fe=ec>