



HOHOing the Zalando's 2025 Holiday Spectacle

Description



Zalando's 2025 holiday campaign is a riot of festive chaos, family friction and impeccable style. And at the center of all that energy sits one question everyone knows too well: What do I wear? This year, the brand pushes its platform into bolder, messier, more human territory, embracing the reality of holiday season unpredictability and turning every awkward moment into a fashion opportunity.

Tracks & Fields had the pleasure of delivering the music supervision and licensing that tie it all together, bringing a sonic attitude that matches Zalando's cheeky visual universe.

Style, drama and the wild world of the Lazonda family

Directed by the Weiland Brothers, the hero films drop viewers into the wonderfully dysfunctional Lazonda family. Festive dinners unravel, hometown plans collapse, kisses land where they shouldn't and last-minute exits become routine. Through it all, the cast, including Tish Weinstock, Oliver Green, Thomas Meacock, Indira Scott and public figure 'The Spanish King', navigates the holiday madness with Zalando's inspiration tools close at hand.

The campaign captures the season not as a glossy postcard, but as it really unfolds. Plans shift. Emotions flare. Families clash. And yet there's always a look that makes the moment land. Zalando's message is simple: whatever the chaos, there's a way to show up feeling entirely yourself.

Finding the track that could carry the chaos

To soundtrack this universe, Zalando needed something that didn't just underline the drama but elevated it, something with wit, texture and an irresistible pulse. T&F's role was to identify that energy, shape the musical direction and handle the licensing from start to finish.

Enter 'HOHO' by the always-inventive duo Charlotte Adigéry & Bolis Pupul. Their work has a mischievous edge paired with precise production, and 'HOHO' delivers exactly the kind of offbeat, festive-not-festive tone the campaign deserves. It's a track that winks at holiday tradition while refusing to be predictable.

The duo's sound adds a layer of attitude and momentum to the Lazonda family's antics. It keeps the campaign fun, fresh and wonderfully unconventional, matching Zalando's commitment to creative freedom and authentic expression.

A holiday campaign with personality

With its sharp storytelling, striking cast and a soundtrack that refuses to play it safe, Zalando's 2025 holiday campaign sets a new benchmark for seasonal advertising. T&F is proud to have shaped the musical world behind it, ensuring the sound carries as much personality as the visuals.

Because in a season where anything can happen, the right song, like the right outfit, makes all the difference.

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