



Bringing the Summer Vibe With AserejÃ© and Zalando

Description



When Zalando set out to capture the feeling of a European summer, the brief called for something instantly recognisable. Something joyful. Something that could transport viewers straight into the carefree rhythm of warm nights, crowded terraces and spontaneous plans.

For the Spring/Summer 2026 campaign by Zalando, Tracks & Fields delivered exactly that through music supervision and licensing, bringing the iconic track *Aserejé*© by Las Ketchup into the heart of the campaign film.

A Campaign Built Around the Energy of a European Summer

The campaign introduces actress Lily Collins as Zalando's first global brand ambassador and unfolds as a cinematic celebration of the European summer lifestyle. Scenes move fluidly between sunlit city streets, buzzing terraces and spontaneous moments with friends, all built around a familiar daily question: what do I wear today?

Rather than focusing on a single destination, the narrative reflects the unpredictability and freedom that define summer across Europe. Hidden coves, last-minute dinners and late evening strolls set the tone, creating a visual language that feels both aspirational and relatable.

Music plays a crucial role in carrying that mood.

Why *Aserejé* Was the Perfect Fit

Few songs capture collective summer nostalgia quite like *Aserejé*. Since its release in the early 2000s, the track has become synonymous with dance floors, holiday memories and a shared cultural moment across Europe.

For Zalando's campaign, the song functions as more than a soundtrack. It acts as a cultural signal. Its unmistakable rhythm evokes the spontaneous gatherings and celebratory energy that shape summer experiences across the continent.

That emotional resonance is precisely what makes the track work in a fashion context. It bridges generations, languages and locations, reinforcing the campaign's message that style is tied to moments, moods and the places where life happens.

When Music and Fashion Move Together

Fashion campaigns often rely on visual storytelling, but the right piece of music can transform how a story is felt. In Zalando's Spring/Summer 2026 campaign, the soundtrack becomes part of the narrative structure. It carries the pacing, shapes the atmosphere and connects viewers to the emotional core of the film.

By pairing the campaign's visuals with a song that already lives in the collective memory of European summers, the film taps into something universal. A moment of nostalgia, a sense of movement, and the feeling that summer has already begun.

For T&F, it's another example of how thoughtful music supervision can elevate brand storytelling. When the right song meets the right story, the result is simple. It just feels right.

[Get in touch](#) and let us help you to find a perfect soundtrack for your next project!

<https://vimeo.com/1172217813/707652baa3?fl=ip&fe=ec>