

# Kaporal under the spotlight of Just Dance

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The label from Marseilles, **Kaporal**, dances their **Extend Denim** range to the rhythm of the **Just Dance** game in their new publicity campaign broadcast on the French channels M6, W9 and 6TER. At the same time they have a programme of games/competitions in their boutiques and retail outlets during Paris Game Week, when the 2017 version of the game will be launched. **Kaporal** continues with its strategy of original urban collaboration for its Extend Denim collection. They already worked with the internationally famous dancer **Lil Buck** in 2015 to interpret an urban ballet in jeans. Always a leader when looking for new associations, this time with **Ubisoft** and their game **Just Dance**, where their collection of special jeans are made to dance; as they are 100% stretch, it makes the movements easier.