Lester Jones launches "Odyssey" a film for A.McDonald via In The Thicket

A continuation of Lester Jones' work within contemporary branded content (focusing on fashion, art and culture) "Odyssey" offers a narrative driven and beautifully crafted film for the A.McDonald shoe collection.

Starring Astrid Holler (who has worked with the likes of Burberry Prorsum, Marni, Dries Van Noten, Lanvin, and famously opened for Alexander Wang at NYFW) "Odyssey" delves into the mind and creativity of artisan shoemaker Andrew McDonald to showcase an interwoven tapestry of stories. Each story represents a narrative that will only see its subject reach their destiny with the help of Andrew's craft and product. He is inspired by them, and his work completes them.

"I was inspired by the dynamic and ever evolving relationship found between a craftsman's product and the owner." says Lester, "I could relate to the heart and soul Andrew puts into his work."

Andrew Macdonald, "The shoe characterises you the more you wear it. I like to think my shoes inspire my customers to achieve their dreams and destiny. The film is a beautiful depiction of this journey."

Says Stephan Renard, EP at In The Thicket " Andrew's ethic really resonates with ours. We share the same passion for crafted work, precision and design. To reflect this, we had to create something beautiful and authentic."

A.McDonald is located in The Strand Arcade Sydney, Australia. Making shoes for design-aware individuals who appreciate sustainably made, unique, handcrafted products that transcend the vicissitudes of time.

For more information on Lester Jones and his work across branded content, stills and TVCs, please contact In The Thicket.

Credit List:
Production Company: In The Thicket
Director: Lester Jones
Writers: Lester Jones & Sean Gaji
EP: Stephan Renard
DOP & Colourist: Andrew Buckley
Stylist: Nadene Duncan
Drone Photography: Cam Batten (Axis Aerial Works)
Sound: Todd Falusi, Sound Reservoir
Post Production: In The Thicket
Editors: Lester Jones and Charlie Wheeler