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[Kylie Minogue: 'Sexercise' - with a Maserati](#)

Lead

Kitsch with Kylie and the Kustom Kar Kommandos: hipster director Roman Coppola has produced a new 1980s-style video for Kylie Minogue – with a customised Maserati given the co-star's role...

“When I was a kid there were a lot of custom cars made for bands or television shows; *The Pink Panther* and *The Monkees* had incredible vehicles,” says Coppola. “I thought to myself, I’ll make a custom car for Kylie” – and his choice for her experimental video ‘Sexercise’ was a comically modified Maserati.

The project was completed with multimedia agency Chandelier Creative, and took inspiration from various sources, including “the late 1970s/early 1980s French *Vogue* with a bit of an Olivia Newton-John or Jane Fonda aerobics fashion filter,” according to Chandelier Creative Director Richard Christiansen. “I also started thinking about [vintage Pirelli calendars](#).” Above all, though, the new video pays tribute to the short experimental film [Kustom Kar Kommandos](#) of 1965.

Video found via [Nowness.com](#)

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