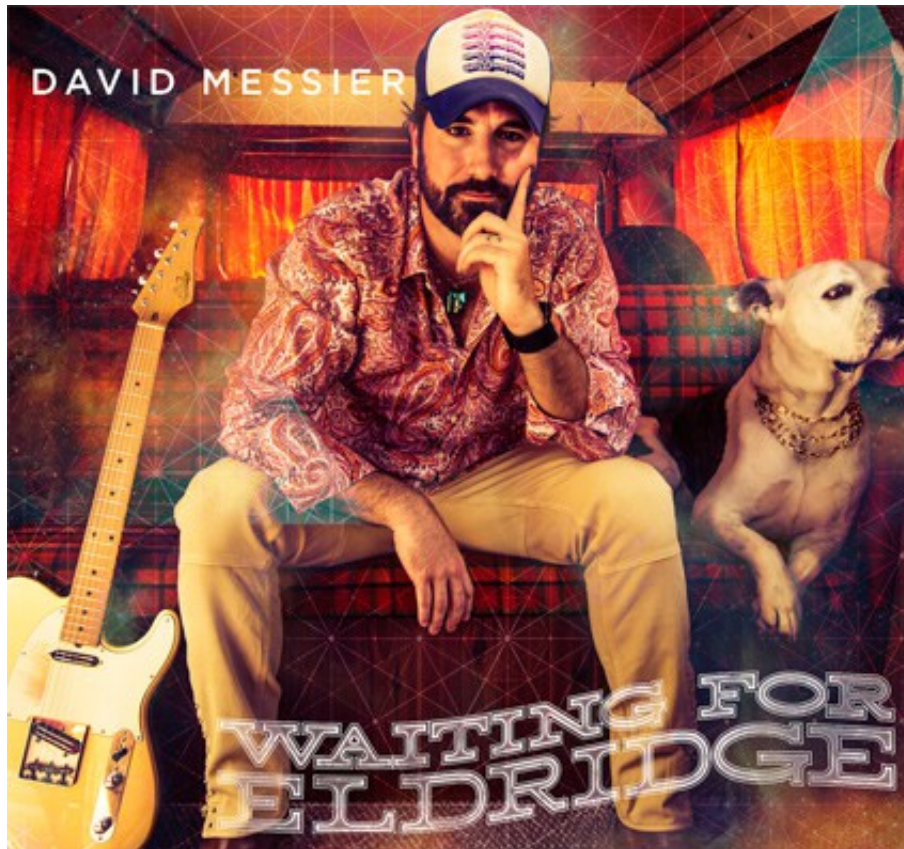


TVD Video Premiere: David Messier, “Keeping Up With Fashion”

By [Josh Lewellen](#) | June 2, 2017



“The theme of the video is ‘The Fun of Fashion and The Diversity of Beauty’—that’s what I kept saying as we were working it all out. I wanted the fun of a fashion show but not the homogeneity. I wanted EVERYONE to have their runway moment. It’s easy to hit your news feed right now and think that we’ve become somehow less inclusive. I just won’t believe that’s true and I wanted to show the other side—the world how I see it. Teresa Jolie, the director, has such a great eye and I trusted her to bring that vision to life.

She nailed it. I think everyone looks glorious, even the musicians.”

—David Messier

With his solo career now off and running, [David Messier](#) appears to be busier than ever. Apart from formerly fronting Boston band Papermoon, Messier also acts as the owner of Austin recording studio [Same Sky Productions](#) as well as the President of the Texas Chapter of the Recording Academy. In other words, it becomes quite plain to see that Messier possesses a well-rounded ardor for his craft, one that is focused on a broader sense of the term creation.

David Messier - Keeping Up With Fashion (Official Video)



With his first full-fledged LP, *Waiting for Eldridge*, released back in February of 2016, Messier now turns to the visual side of things with multiple music video releases. Critically acclaimed by local Austin radio station KUTX, *Waiting for Eldridge* presents an eclectic mix of Americana and rock 'n' roll with some welcome folkie fixings, a combination that is rather apparent on

the following tune: "Keeping Up With Fashion."

Equated by its progenitor to a dirtier cousin of sorts to the sounds on Paul Simon's *Graceland*, "Keeping Up With Fashion" is a suitable introduction to Messier's debut album. As evidenced by both the song itself and its accompanying video, centered around a club of mannequins and androgyny, Messier's intent lies firmly in the communal element of rock 'n' roll, drawing attention to a party for all walks of life. In his own words, Messier wanted "the fun of a fashion show but not the homogeneity." Here, he achieves just that.