Journeys Turns Up the Volume With Remake of Iconic New Radicals "You Get What You Give" Mall Music Video

September 10, 2025

New 'Life On Loud' Campaign Features Artist Gus Dapperton

NASHVILLE, Tenn.--(BUSINESS WIRE)--Journeys is turning up the volume on self-expression with a modern reimagining of New Radicals' iconic anthem "You Get What You Give," starring genre-bending artist **Gus Dapperton** in a throwback-meets-future shopping mall music video. The reimagined track sets the stage for Journeys' new brand platform, **Life on Loud** — an open invitation for the next generation to step into their style unapologetically, embracing individuality and creative freedom. Rooted in Journeys' deep ties to music and youth culture, the campaign celebrates the bold spirit that has defined the brand for decades.

Watch Gus Dapperton's "You Get What You Give"

"Journeys stands for inclusivity and self-expression and Gus's reinterpretation of this iconic anthem is the perfect embodiment of those values," says **Journeys Chief Marketing Officer Stacy Doren**. "Our new 'Life on Loud' brand platform captures the spirit of our customers: bold, expressive, and authentically dialed up to whatever volume they chose."

Originally released in 1998, "You Get What You Give" is more than a hit – it's a generational anthem for youth that transcends time. In Dapperton's hands, it becomes a cross-generational bridge between '90s nostalgia and today's remix culture, with its lyrics being a sonic manifestation of everything Life on Loud stands for.

"I grew up shopping at Journeys, and this song was basically the soundtrack to my youth," **said Gus Dapperton.** "It's always held a special place for me, so getting to bring it back to life with someone as iconic as Gregg Alexander was surreal. It's like a thank-you note to the kind of creativity that made me who I am."

"New Radicals always wondered what a 2020s spin on our chaotic 90s 'You Get What You Give' mall music video might look and sound like now," **said New Radicals Frontman Gregg Alexander.** "So when the iconic legendary director Stillz teamed up with our fave new artist, Gus Dapperton, we were over the moon. So much so my New Rad bandmate Danielle and I ran into the studio with Gus to record an indie pop reimagining for their video! When we showed it to Danielle's 11-year-old twins they literally started bouncing off the walls. Exactly the reaction we hoped for! We hope you dig it too."

The recreated "You Get What You Give" music video takes place in a shopping mall setting, a nod to both the original video and the rebirth of mall culture – taps into the aesthetic and energy of a new era, where vintage meets viral and personal style speaks louder than words. The track is now available for listening at journeys.com/lifeonloud, with exclusive behind-the-scenes content and campaign footage available across Journeys' social and digital platforms.

The campaign was created alongside creative agency **Anomaly.**

About Journeys
Journeys is a multi-branded specialty footwear retail leader operating more than 800 stores across the U.S., Puerto Rico, and Canada. Journeys caters to teens and young adults that want to stand out or fit in, with the latest styles influenced by the spirit of youth culture. It's the one-stop for carefully curated selections from brands like adidas, New Balance, UGG, Birkenstock, Converse, Vans, Dr. Martens, Crocs, and more. The Journeys shopping experience goes beyond the average retail environment, it's an extension of the teen lifestyle. Every store is designed to welcome, inspire, and include each shopper. Self-expression isn't just accepted, it's encouraged through shelves of unique merchandise, exclusive digital content, and a friendly staff that reflects the company's values. Journeys is a division of Genesco Inc.

Contacts

Media Contact:
journeys@ledecompany.com