

Rolling Stone

Watch Kip Moore's Cinematic 'Running for You' Video Moody clip goes heavy on smoke, snow and striking shots



By Andrew Leahey February 12, 2016

Kip Moore sifts through the ashes of a love that's gone cold with "Running for You," his moody new music video that finds its star wandering the woods, walking the streets and pining for a dancer who's begun twirling in the opposite direction.

Like Moore's recent clip for "Girl of the Summer," "Running for You" is cinematic and purposely fragmented, with a montage of clips taking the place of a more traditional, linear storyline. Dallas Cowboys cheerleader Jinelle Esther plays the part of Moore's love interest, an aspiring dancer whose own career is pulling her away from her musician boyfriend.

As the two chase down their respective dreams, the camera cuts between shots of them together — in a hotel room, in a snowy forrest, on the empty streets of downtown Nashville — and shots of them alone, driven apart by goals that aren't quite parallel. There's snow, smoke and slow-motion sequences. Directed by P.J. Brown, it's a video that swings for the fences, which makes it an appropriate visual for Moore's arena-ready country rock.

Moore is currently on a solo tour, and will join Miranda Lambert's Keeper of the Flame Tour later this year.