

TASTE OF COUNTRY

Kip Moore Shows Softer Side in 'Running for You' Video [Watch]



By Laura Hostelley February 13, 2016 4:00 PM

Kip Moore ditched his usual ball cap in the new music video for his current single, "Running for You," which shows a more emotional side of the rough-around-the-edges country singer. The video casts Moore as the lead male character, as he and his leading lady struggle through career challenges while intermittently cutting to scenes of the couple being heart-wrenchingly in love. Fire and passion explode off the screen as the story between the two lovers unfolds, while both characters attempt to follow their dreams.

The video is filled with fire, sparks and some killer dance moves before the climax is cultivated in a very Hollywood way, with the pair running for each other, giving us the happy ending we all dream of.

Beyond the dance moves, Moore took another big risk in the production of the clip. He recruited his long time friend PJ Brown to direct the video, though he had never been in the director's chair before.

"I've been friends with PJ for years, he was the main one pushing me to chase my passion and move to Nashville," says Moore. "He's been able to document some of my concerts here and there, but we haven't worked together on this level before. This song is unlike other songs I've released before and so I wanted the video to be really different from any of my other videos. PJ was able to bring our vision to life and I'm glad that the label let me take a chance on him."

Moore is currently continuing his , with dates in Denver and Salt Lake City this weekend before he hops across the pond for international dates this April.