

APPAREL AND ACCESSORIES

Louis Vuitton gets inside models' heads in profile film

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Look from Louis Vuitton's spring/summer 2017 collection modeled by Sora Choi

By SARAH JONES

French fashion label Louis Vuitton is highlighting the global nature of its recent spring/summer 2017 runway show with help from a handful of international models.

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"Six Girls Six Minutes" gives some of the catwalk strutters a voice, showing footage of the women modeling the collection underscored with their words. Showing these individual perspectives gives more depth to the participants in the runway show, allowing consumers to connect with the stories of these models.

"Six Girls, Six Minutes offers compelling glimpses of the journey of six models before and after being cast to work with Louis Vuitton," said Paul Farkas, co-founder/publisher, [Athleisure Mag](#).

"Nuanced elements of apparel and accessories are presented as the models spin for the remote audience," he said. "This fashion parade is especially effective as laiden with diverse beauty and sex-appeal with the models clearly walking through life differently, from geographic background to goals and desires and accents."

Mr. Farkas is not affiliated with [Louis Vuitton](#), but agreed to comment as an industry expert.

[Louis Vuitton](#) did not respond before press deadline.

Runway to reality

Six Girls Six Minutes was developed in collaboration with cinematographer Darius Khondji and art directors M/M Paris. The resulting film, as the name suggests, showcases each of the women in a minute.



Natalie Westling for Louis Vuitton spring/summer 2017

The women's one-sided dialogue continues the six theme, as they reflect on where they were or what they were doing 12 months, six months, six weeks, six hours and six minutes in the past. They also project what the future holds for them, whether six minutes, six weeks and six months ahead.

As the women stand on a rotating platform modeling six different looks, they look back on key points in their modeling careers and lives. They also share their aspirations, some of which include working further with Louis Vuitton.

The women hail from New York, Romania, Denmark, Arizona, Russia and South Korea.

Louis Vuitton's protagonists also share where they would like to be in the world, reflecting the brand's theme of travel.

Sora Choi answers this prompt with an impromptu song, further adding personality to the effort.

Six Girls Six Minutes - Sora

Louis Vuitton's spring/summer show was inspired by the city of Paris, looking at the city as a magnet that draws in many different cultures and influences from around the globe.

"While model life snaps and grams are all the rage, here their popularity and social proof is pleasantly not on display," Mr. Farkas said. "In fact many are relatively new to modeling and their freshness and eye-opened gratefulness envelops the short.

"Indeed, the heritage presentation dutifully transcends as it is much about humanity, sexuality, diversity and womanhood as style and purpose."

Model media

With the rise of social media, models have more of a voice in the fashion industry, as they broadcast fashion week from their own perspective and document their lives off-set.

Models are the vanguard of the digital revolution, according to an executive from Pacific Global Management speaking at Cond Nast's International Luxury Conference on April 21.

The frequent, rapid communication environment that social media has created has helped brands connect with consumers, but it has primarily helped the individual connect with other people. Because people will always be drawn to and trust one another more than a brand, models have emerged as indispensable marketers and content creators ([see story](#)).

Dolce & Gabbana took social media content one step further during its show at Milan Fashion Week in September 2015, curating an intimate look at the catwalk from a model's perspective.

As they walked down the runway, models snapped selfies that were then broadcast on screens throughout the venue and were also shared on Dolce & Gabbana's social accounts. Today, fashion shows are very well-documented on social media from both the front row and the brand's vantage point, but by allowing models to control the camera, the label ended up with an intimate look at the show that likely stood out in consumers' social feeds ([see story](#)).

"Importantly, we are in an age of influencers, where talent is increasingly cast with compound social value in mind," Mr. Farkas said. "Model contracts often include social quotas and expectations. The connected get booked is today's rich get richer.

"All creatives are quick to secure behind-the-scenes content backstage if it isn't posted it didn't happen and network effects often lead to discovery, expanded work and new friends socially," he said. "When the lights go on though it does become a cross-roads between scripted and directed sessions; encouragement to embrace and let unique personalities fly; and many times, somewhere right in between capturing their magnificent x-factor."

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