

APPAREL AND ACCESSORIES

## Gucci makes casting call public to tease upcoming ads

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*Video still from Gucci's casting series*

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By STAFF REPORTS

Italian fashion house Gucci is giving consumers a first look at its pre-fall 2017 campaign by opening the curtain on its casting process.

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In a series of films shared to the brand's Instagram, prospective models are asked to open up about their personality through a Q&A and an improvised dance. While many brands feature backstage content taken from the set of a shoot, sharing these early stages of bringing a campaign to life allows Gucci's followers to gain a greater understanding of the eventual effort.

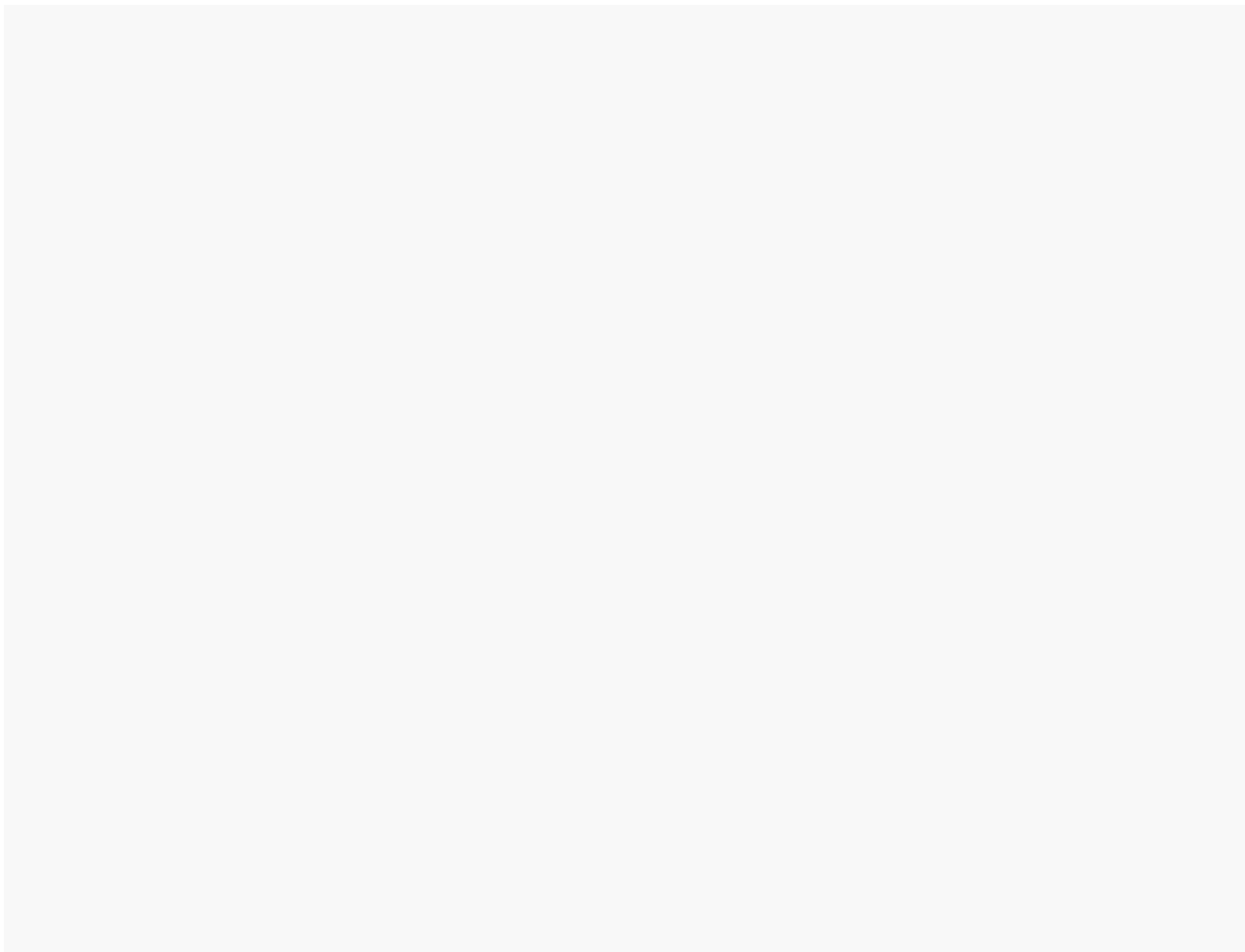
### Open audition

In the nine films shared, an off-screen voice asks each individual to introduce themselves and state their age, occupation and hometown. In this relaxed environment, the candidates are wearing their own clothing, giving an idea of their personal style.

Other questions range from the meaning of having soul to what the prospective model believes is their spirit animal.

Gucci then asks them to dance, playing a track. The moves they show off range from kicking to voguing.

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Chauncey, 23. "My spirit animal is a tiger, I like the fact they are very observative and very vicious." At the audition for the #GucciPreFall17 campaign, London, January 26, 2017.

A video posted by Gucci (@gucci) on Jan 26, 2017 at 11:46am PST

With this first glimpse at some of the potential faces of the campaign, consumers are bonding with the candidates, professing their affection for their moves or their personalities.

All of the models in this London audition series are black, which may point to the brand's casting choice for this season.

The fashion industry is frequently criticized for its lack of diversity, both on the runway and in advertising. According to research from [The Fashion Spot](#), 23.3 percent of those cast in fall 2016 ad campaigns were women of color, up slightly from the previous season.

Gucci's apparent feature of solely black models auditioning therefore got the attention of the fashion community and consumers.

Increasingly, models are more than just a pretty face, as brands look to them to not only pose but add personality.

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

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