

APPAREL AND ACCESSORIES

## Givenchy gives the microphone to consumers

April 3, 2019



*Givenchy opens up contest for voice over. Image credit: Givenchy*

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By STAFF REPORTS

French fashion house Givenchy is inviting consumers to lend their voice to its latest advertising campaign, as it taps into an Internet trend.

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ASMR, autonomous sensory meridian response, is a concept recently coined within the last decade referring to the tingling sensation caused by a variety of noises. Since an online community has tapped into the sensation, many luxury brands have joined the auditory trend, with Givenchy being the latest.

### ASMR and fashion

The fashion house is opening up a competition for consumers to be the voice of its latest ad campaign, allowing interested users to enter online.

Participants can head to Givenchy's dedicated Web site to try out, where they record their own voice to the brand's ad, saying whatever they feel.

Givenchy will pick its favorite entry, who will be the actual voice in its next video. The film follows two other similar ads focused on ASMR, with brand ambassador voices.

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BECOME THE NEW GIVENCHY VOICE: Givenchy is issuing a worldwide open call for vocal talent. After the first three installments of the "I Am Your Mirror" campaign featuring first a candid on-set voice-over, then the iconic smoky voice of Amanda Lear and at last the models' voices, it is now time for you to "do what you want to do". Record your voice on our video to become the new Givenchy voice. Visit [www.givenchyvoice.com](http://www.givenchyvoice.com)  
#GivenchyFamily

A post shared by GIVENCHY (@givenchyofficial) on Apr 2, 2019 at 6:39am PDT

### *Instagram post from Givenchy*

Italian fashion house Missoni also took on the unique Internet trend with a film series that associates its inventory with a spine-tingling sensation.

Missoni has also created a series of visually stimulating short films on social media, tapping into the trend of ASMR. The movement that has achieved a cult following on social media focuses on creating content that elicits a tingling sensation on the back of the necks of viewers, such as whispering sounds ([see story](#)).

Many other brands, and even media brands, have taken on the trend.

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