Fashion commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Nothing Else Needed

Designer, fragrance-free luxury · Adult (30-45) · Neutral British · 15 seconds

Silk. Cut once. Worn for a lifetime.

No logo. No noise. Only the line of a shoulder, and the weight of a hem.

The autumn collection. Now in the atelier, and nowhere else.

Maison Arlaix. Paris.

The Fit Test

Denim · Adult (25-40) · Neutral American · 15 seconds

Good jeans pass three tests. The mirror test. The stairs test. And the 'where did you get those?' test.

Most jeans fail at least one.

Rivet and Rye Denim. Built to be broken in.

Lunch-Box Proof

Kids' clothing · Adult (30-45) · Neutral American · 15 seconds

Grass. Ketchup. Blue marker. Whatever that was.

Scuffwell Kids clothes are made for all of it, with double-stitched knees and colours that stay bright. Wash. Repeat.

Scuffwell Kids. Go get messy.

Squint No More

Eyewear, sunglasses · Young adult (18-25) · Australian · 15 seconds

Midday glare off the water. Everyone's squinting except you. Even the ones who paid more.

Sunwarden polarised sunglasses. Light frames, proper lenses, and a scratch guarantee for two full summers.

Sunwarden. See the whole beach.

One Pair, All Day

Footwear · Mature (55+) · Southern US · 15 seconds

Church in the morning. Grandkids all afternoon. Supper on the porch.

Same pair of Cobbleheel shoes all day long, and at eighty-one, my feet are still smiling.

Cobbleheel. Comfort that keeps up.

Drop Friday

Apparel, fast fashion · Young adult (18-25) · Neutral American · 15 seconds

New drop. Friday. Noon. Set an alarm. Tell your friends.

Two hundred fresh pieces, sizes double-zero to twenty-eight, and free returns because we know you'll try on everything.

Flitwear. Refresh your feed. Then your closet.

The Coat That Stays

Outdoor clothing · Adult (40-55) · Scottish · 30 seconds

My grandfather had one coat. He wore it to the hill, to the pub, and to my christening.

I've got a Bramblecoat now. Waxed cotton, storm hood, pockets deep enough for a flask and a map. It's been up Ben Lomond four times and through a wedding in a gale.

People ask if I mind the rain. Not really. It's just weather.

Bramblecoat. Made for the long way round.

Wear It Loud

Apparel, plus-size · Adult (25-40) · Neutral American · 30 seconds

No more shopping the back rack. No more 'it comes in black.' No more hiding in a cardigan in July.

Amplefield makes clothes in sizes fourteen to thirty-six, designed from the start for real curves. Bold prints. Real waistbands. Dresses with pockets. Yes, pockets. Everything is fit-tested on real women before it ever reaches the rack.

This season, stop blending in. Start standing out.

Amplefield. Wear it loud.

Buttons Optional

Adaptive fashion · Adult (30-45) · Neutral American · 30 seconds

I use a wheelchair, and for years, getting dressed was the hardest part of my morning. Tiny buttons. Stiff zips. Jeans that fought me.

Openway Adaptive clothes use magnetic closures, side-opening seams and seated cuts that look sharp sitting down. Nobody can tell. They just think I look good.

Now I'm ready before the coffee is.

Openway Adaptive. Clothes that work the way you do.

Five A.M. Club

Activewear · Young adult (18-25) · Neutral American · 30 seconds

Five a.m. Streetlights still on. Nobody's watching. Good.

This is the part nobody posts about. The cold first mile. The hill you hate. The last rep when your arms are shaking. The part where you want to quit, and don't.

Paceloom leggings and tops: four-way stretch, squat-proof, sweat-wicking, and pockets that actually hold your phone. Built for the part that counts.

Nobody sees the work. You'll see the difference.

Paceloom. Show up.

The Frame Wall

Eyewear · Adult (30-45) · Neutral American · 30 seconds

Cast: DANA MARK

DANA Okay. Try these.

MARK I look like a substitute teacher. A strict one.

DANA These?

MARK Now I look like the substitute teacher's lawyer.

DANA Fine. The green ones. Last try.

MARK Oh. Oh, I like that.

DANA At Glassmere Eyewear, you can try on as many frames as you want, and every pair includes prescription lenses and an eye exam booking.

MARK Can I keep the lawyer ones too?

DANA No. Glassmere Eyewear. Find your face.

Tailored in Tweed

Apparel, menswear · Mature (55+) · Neutral British · 30 seconds

Forty years I've been cutting cloth, and I'll tell you a secret. A good jacket isn't made. It's settled into.

At Tallow and Tweed, every jacket is woven in the Borders and cut to your measure, with three fittings, not one. Harris wool, horn buttons, a lining you'll show off.

Wear it to weddings. Wear it to funerals. Wear it for twenty years. The jacket always wins.

Tallow and Tweed. Measured twice.

Back to the Rack

Apparel, resale · Young adult (18-25) · Neutral American · 30 seconds

Here's a fun game. Open your closet and count everything you haven't worn this year.

Yeah. Us too.

Loomstead takes the clothes you're done with and gives you store credit toward pieces made from recycled cotton and deadstock fabric. Send us a bag, we send you credit, and your old sweater gets a second life with somebody new.

You don't have to stop loving clothes. Just keep them moving.

Loomstead. Swap it. Wear it. Pass it on.

Mud Season

Footwear, boots · Adult (40-55) · Irish · 30 seconds

This year, my boots have been through a bog, a festival, a flooded car park, and one very close meeting with a cow. The cow was fine. So were the boots.

Mirefoot Boots are hand-finished rubber with a warm fleece lining and a grip that holds on wet stone. Wide calf sizes, too.

Mud season lasts twelve months round here. Dress for it.

Mirefoot Boots. Step in it.

First Day Shoes

Footwear, kids · Adult (30-45) · Neutral American · 30 seconds

He picked the red ones. Of course he did. Light-up soles, hook-and-loop straps he can do himself, and room to grow for the whole school year.

Kickstep shoes are built for little feet that don't stop moving: flexible, breathable, and tough enough for the playground.

This morning he ran to the school gate so fast I barely got a picture. He didn't look back.

I guess that means they fit.

Kickstep. For every first step.

Evening, Unhurried

Designer, evening wear · Adult (30-45) · Neutral American · 30 seconds

The city is quieter after nine.

The cars slow down. The windows turn gold. Music drifts up from somewhere below. And somewhere, someone is fastening a cuff, checking a collar, deciding this is the night.

Umberlane evening wear. Midnight wool, silk lapels, a cut that moves when you do, and tailoring finished by hand.

You don't need a reason to dress up. You just need the evening.

Tonight.

Umberlane.

The Hand-Me-Down

Kids' clothing · Adult (30-45) · Neutral American · 30 seconds

This jacket belonged to my oldest. Then my middle one. Then my youngest wore it to kindergarten, through two winters and a puddle incident we don't talk about.

Three kids. Seven years. Still looked good.

Pocketful kids' clothes are made with reinforced seams, stain-resistant fabric and zips that just don't quit. Sizes newborn to fourteen.

Buy it once. Pass it down.

Pocketful. Made to be handed down.

Uniform Monday

Apparel, workwear · Adult (40-55) · Neutral American · 30 seconds

I run a framing crew of twelve. We don't get rain days. We don't get soft days.

Quarrystone Workwear is cut for women on the job: work pants that fit through the hips, triple-stitched seams, knee-pad pockets, and jackets that let you actually lift your arms.

I've worn out a lot of work clothes. These are winning.

Quarrystone Workwear. Built for the job, cut for you.

Say Yes to the Sweater

Apparel, knitwear · Adult (25-40) · Neutral American · 30 seconds

There's a morning every October when the air changes. You open the door, feel that first bite of cold, and go straight back inside for a sweater.

Make it a Ridgeknit. Soft merino, a relaxed fit that forgives a big dinner, and colours with names like Chestnut, Loch Blue and Oat Milk.

Wear it with jeans. Wear it to bed. We won't tell.

Ridgeknit. The first cold morning, sorted.

Sock Drawer Revolution

Apparel, accessories · Young adult (18-25) · Neutral American · 30 seconds

For years, my sock drawer was a place of sadness. Holes. Mismatched pairs. One sock with a reindeer on it, worn in July, for reasons unknown.

Then came Bellweave. Combed cotton. Cushioned heels. Seams you can't feel. Colours so bright my ankles get compliments.

Now I open that drawer and I feel hope.

Are they life-changing? No. They're socks.

But they're really, really good socks.

Bellweave. Happy feet, finally.

The Walk-In

Apparel, retail · Adult (40-55) · Neutral American · 30 seconds

Cast: ROSA JUNE

ROSA You've been wearing that blazer since the nineties.

JUNE It's a classic. It's survived three weddings.

ROSA It has shoulder pads, June. Big ones.

JUNE Classic shoulder pads.

ROSA Holloway and Finch has a style session this Saturday. Free alterations on anything you buy, and they'll help you find your fit.

JUNE I have a fit.

ROSA You have a nineties fit.

JUNE Fine. The blue one. And the trousers.

ROSA Holloway and Finch. Dress for now.

Denim Heritage

Denim · Adult (40-55) · Southern US · 30 seconds

My granddaddy ran looms in this mill in nineteen fifty-two. Now I do.

Selvage Row jeans are woven on vintage shuttle looms, slow and narrow, the old way. Heavy cotton, copper rivets, and a clean selvage edge you'll see every time you cuff them.

They'll be stiff at first. Give them a year. They'll fit like nothing else you own.

My name is on every pair.

Selvage Row. Woven slow.

La Maison

Designer, luxury house · Adult (30-45) · French-accented English · 60 seconds

In a small room above the Rue Saint-Honoré, there is a table.

On it, a length of silk. A pair of scissors. A woman who has cut cloth there for thirty-one years.

She does not rush. She does not measure twice. She looks once, and she knows.

That is how every Atelier Sorvaine gown begins. Not with a sketch. With a feeling.

The silk is woven in Lyon. The lace, in Calais. The buttons are covered by hand, one by one, in the afternoon light.

It takes nine weeks to finish one piece. We could go faster.

We choose not to.

When you wear it, you will not think about the weeks, or the hands, or the table.

You will simply feel it.

Because it was never about the dress.

It was about the woman inside it.

Atelier Sorvaine. Paris.

Every Body Moves

Activewear · Adult (30-45) · Neutral American · 60 seconds

This is a body that runs at dawn.

This is a body that dances in the kitchen when nobody's looking.

This is a body that carried two babies and still does squats with one on each hip.

This body is sixty-eight and swims a mile every morning.

This one is learning to walk again, one careful step at a time.

No two alike. Not one of them wrong.

Every body moves.

Bodyroam Active makes activewear for all of them: sizes extra-small to four-X, high-rise waistbands that stay put, fabric that breathes when you're working hard, and seamless styles that feel like nothing at all.

Designed with runners, dancers, new mums and grandmothers, and tested in the real world, not just the studio.

Wherever your body takes you today, we'll keep up.

Bodyroam Active. Every body moves.

The Boot Maker

Footwear, heritage · Mature (55+) · Neutral British · 60 seconds

The first pair of boots I ever made, I was sixteen. My father looked at them for a long time. Then he handed them back and said, 'Again.'

I made forty pairs before he said anything else.

That's how it is at Kettering and Lowe. Every pair of our boots is Goodyear welted by hand in Northamptonshire, from full-grain leather that's been tanned slowly, in oak bark, the way it's been done here for over a century.

Two hundred separate steps. Eight weeks. One pair.

They'll feel firm at first. Wear them in. After a month, they'll know your walk better than you do. After a year, you'll forget you've got them on. And when the soles wear through, send them back. We'll rebuild them, as many times as you like.

My father's hands are in every pair I make. Maybe one day, mine will be too.

Kettering and Lowe. Made to last lifetimes.

Forty Minutes to Party

Apparel, fast fashion · Young adult (18-25) · Neutral American · 60 seconds

Cast: PRIYA MAYA

PRIYA Okay, the party starts in forty minutes and I have nothing to wear.

MAYA You have a whole closet.

PRIYA A whole closet of nothing.

MAYA What about the green dress?

PRIYA Worn it. Twice. It's in photos.

MAYA The black jumpsuit?

PRIYA Too funeral. And it itches.

MAYA The denim skirt?

PRIYA Fell apart at your birthday. Remember?

MAYA Vividly.

MAYA Okay. Open Swishly.

PRIYA Why?

MAYA Express delivery in the city in under two hours, and the new drop has that satin top you liked last week.

PRIYA The cropped one?

MAYA With the wide-leg trousers. Sizes double-zero to twenty-eight, free returns, and if you're a member, delivery's free.

PRIYA Wait. That's it. That's the whole look.

MAYA Order it. Right now.

PRIYA Ordered. Now what do I do for two hours?

MAYA Pick the shoes.

PRIYA Oh no. That's another hour.

MAYA Better start now.

MAYA Swishly. Your whole look, before the party starts.

Room to Grow

Kids' clothing, back to school · Adult (30-45) · Neutral American · 60 seconds

In August I bought my daughter school trousers. By October, she could see her ankles.

In November, I bought her a winter coat. By February, the sleeves were three-quarter length. I wasn't aware coats did that.

Kids grow. Fast. That's why I shop at Stitchcraft Kids.

Their clothes have grow-with-me cuffs you can let down, adjustable waistbands, and knees that are reinforced because, let's be honest, knees are where it all goes wrong.

The fabrics are soft enough that I don't get the 'it's itchy' conversation, and tough enough that they last a whole school year.

And if something rips in the first six months, they'll replace it. No arguments.

Last night she stood next to me in the kitchen and her head reached my shoulder. When did that happen?

Well. I'll buy the next size up.

Stitchcraft Kids. Clothes with room to grow.

Sunday Best

Apparel, menswear · Adult (40-55) · Neutral American · 60 seconds

Every Sunday, my father put on his good suit.

It wasn't expensive. But he pressed it every Saturday night at the kitchen table, radio on low, steam hissing off the iron. He polished his shoes on newspaper. He picked a tie like it mattered.

I asked him once why he bothered. He said, 'Because how you show up is a kind of respect.'

I didn't understand it then.

Monday and Mae makes suits for men who do. Italian wool, half-canvassed jackets, trousers hemmed while you wait. Sizes from thirty-four short to fifty-six long, with big and tall fittings in every store.

Not a costume. Not a uniform. A suit that fits you like it belongs to you.

My boy is eleven now. Last Sunday he watched me pressing my jacket at the kitchen table.

Now it's my turn to explain.

Monday and Mae. Show up well.

Built for Every Chair

Adaptive fashion · Adult (25-40) · Neutral American · 60 seconds

I've been a wheelchair user since I was nineteen. And let me tell you, most clothes are designed for people who stand up.

Jeans bunch at the back. Coats ride up. Shirts that look great on a mannequin look like a tent when you're sitting.

Everbend designs clothes around seated bodies. High-back waistbands. Coats cut shorter at the front so they don't pile in your lap. Magnetic buttons, zips with loop pulls, and seams placed where they won't rub.

They also look really, really good. Proper tailoring. Real colour. Stuff you'd want to wear whether you use a chair or not.

Because here's the thing. I don't want clothes that say 'accessible' across the front. I don't want to look brave.

I just want to look good.

Everbend adaptive clothing. Sizes extra-small to four-X, free exchanges, and designed with people who actually use them.

Everbend. Made to sit right.

Frames Through the Years

Eyewear · Adult (30-45) · Neutral American · 60 seconds

My first glasses were brown. Enormous. Second grade. My mother said I looked distinguished. I looked like a seven-year-old accountant.

In high school I got wire frames, because I thought they made me look mysterious. They made me look like I was about to recommend a book.

In college, contacts. Two years of dry eyes and pretending I could see the whiteboard.

Then I walked into Spectacle Row. The optician looked at my face for about three seconds and handed me a pair of dark tortoiseshell frames.

I looked in the mirror and thought, oh. That's me.

At Spectacle Row, every pair comes with prescription lenses, an anti-glare coating, and a fit adjustment whenever you need it. Book an eye exam in store or online.

Last week, my daughter got her first pair. She picked them herself. Bright red.

She looks nothing like an accountant.

Spectacle Row. Find your face.

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