Luxury 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.

Second Hand

Watch, cinematic · Adult (40-55) · Neutral British · 15 seconds

Somewhere, a second passes.

Then another.

In a small workshop above Lake Geneva, someone has spent a year on a single movement, so that each one is exactly the same.

It never hurries.

Aurenne Genève. Time, kept beautifully.

Night Drive

Luxury car, image · Adult (30-45) · Neutral American · 15 seconds

Midnight. An empty coast road. The city in the mirror getting smaller.

Just the engine, the dark, and the long curve ahead.

Nobody else.

Ilvaro. Drive somewhere that isn't anywhere.

One Drop

Fine fragrance, cinematic · Adult (25-40) · Light French · 15 seconds

One drop. At the wrist, just there, where the pulse is.

It stays with you all evening, and with them the next morning.

Isaure. The one they remember.

Isaure Parfums, Paris.

Wheels Up

Private aviation · Adult (40-55) · Neutral American · 15 seconds

No terminal. No queue. No gate that changes twice.

You arrive at the hangar. Your coffee's already poured. The door closes behind you.

Wheels up.

Stratavel Jet. Private flying, on your time.

The Fitting

Couture, cinematic · Mature (55+) · Neutral British · 15 seconds

A pin. A breath. A quarter inch taken in at the waist.

She turns to the mirror, and the silk turns with her.

There.

Atelier Mireaux. Made for one person. Made for you.

Turndown

Luxury hotel, cinematic · Mature (55+) · Neutral British · 15 seconds

The lamp is lowered. The curtains drawn. Your book is open at the page you left it.

Nobody saw you leave it there. Somebody noticed anyway.

The Wexcombe, Mayfair. We remember.

Grandfather's Watch

Watch, heritage · Mature (55+) · Neutral British · 30 seconds

My grandfather wore the same watch for fifty-one years. Through a war, a shipyard, four children, and one very unlucky fishing trip.

He wound it every morning, before the kettle, before the paper.

When he gave it to me, it was still keeping perfect time. I wind it every morning now.

Thorne and Vessey. Watchmakers in Clerkenwell since eighteen ninety-four.

Made to be handed down.

She Said Yes Before I Asked

Jewellery, engagement · Adult (30-45) · Neutral American · 30 seconds

I had it all planned. The lake at sunset, the speech, the knee in the wet grass.

I got as far as 'Anna, there's something I want to ask you,' and she said yes.

She'd seen the box. In my coat. Two weeks earlier.

She waited, and never said a word.

The ring came from Lisette Hale. Hand-set, one of a kind, and worth every second of that very short speech.

Lisette Hale Jewellers. For the question you've already answered.

Coastal Road

Luxury car, image · Adult (40-55) · Neutral American · 30 seconds

Early light over the water. The road bending along the cliffs, one curve after another.

No meetings for once. No calls. Nowhere to be by any particular time.

The Delacourt Grand Tourer was built for mornings like this. Quiet at speed. Composed through every bend. Leather that gets better with every mile you put on it.

Just drive.

The Delacourt Grand Tourer. Take the long way.

Swallows Over the River

Luxury hotel · Adult (40-55) · Neutral American · 30 seconds

They opened the doors to the balcony and the whole of Florence was just there. The Duomo, the rooftops, swallows over the river.

Someone had left a pot of espresso and two small almond biscuits on the table.

I didn't want to leave the balcony. Honestly, I barely did.

Palazzo Veradelli. A fifteenth-century palace, fifty-two rooms, in the heart of the old city.

Come and stay a while.

Weightless

Fine fragrance · Adult (30-45) · Neutral American · 30 seconds

Cedar. A little salt. Something like linen drying in the sun.

You barely notice it at first. That's rather the point.

You notice it later. On a scarf. In the back of a taxi. On the collar of a coat you lent someone and never got back.

Maison Sibille Blanc. A fragrance that stays close to the skin, and stays with the people you love.

Maison Sibille. Worn lightly. Missed when it's gone.

Hand-Stitched

Leather goods · Adult (30-45) · Neutral British · 30 seconds

Seven stitches to the inch. Two needles, one thread, waxed by hand.

Each bag takes eleven hours at a single oak bench, by a single maker, from the first cut to the last.

Inside the lining, she signs her initials. Nobody will ever see them.

She does it anyway. Every single time.

Brisson and Lark. Leather goods, made the long way, in Northamptonshire since nineteen twenty.

The Guest in Room Nine

Luxury hotel, duet · Mature (55+) · Neutral British · 30 seconds

Cast: HELENA MR ADEYEMI

HELENA Good evening, Mr Adeyemi. Welcome back.

MR ADEYEMI Helena. Goodness. It's been two years.

HELENA Two years and three weeks. Room nine, overlooking the garden.

MR ADEYEMI I didn't request room nine.

HELENA No, sir. You didn't need to.

MR ADEYEMI And the tea?

HELENA Lapsang, no milk, at seven. The racing newspaper you pretend not to read. And an extra pillow.

MR ADEYEMI You remembered all of that. After two years.

HELENA It's rather the point of us, sir.

HELENA The Halcombe, Bath. Welcome home.

Pearls

Jewellery · Mature (55+) · Neutral American · 30 seconds

My mother wore these to her wedding. I wore them to mine. Then to every good day since, and a few hard ones too.

Pearls are funny that way. They get warmer, the more you wear them.

Now they're yours.

Perlane and Daughters. Hand-knotted strands, chosen one pearl at a time, and made to be worn, not kept in a drawer.

Perlane and Daughters. For the next generation.

Moonphase

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

Every twenty-nine and a half days, the moon goes round. New, crescent, half, full, and back again.

It has done that for longer than anyone's been counting.

Inside the Oberlé Lune, a tiny hand-painted moon keeps the very same slow pace. Accurate for a hundred and twenty-two years before it needs a single correction.

The whole night sky, right there on your wrist.

Oberlé Horlogers. Look up.

Couture Silence

Couture · Adult (40-55) · Neutral British · 30 seconds

Most designers start with an idea and keep adding.

A button. A pleat. A little more.

We start the same way.

Then we take things away. One seam at a time, until only what matters is left. A line. A shoulder. The way the fabric falls when you stop walking.

Atelier Vanterre. Autumn collection, now showing in our Paris, London and New York salons.

Nothing more.

Cashmere Weather

Knitwear · Adult (30-45) · Scottish · 30 seconds

Up here, the wind comes straight off the hills and doesn't much care what you're wearing.

So we've been making jumpers that care for you. Spun and knitted in our own mill in the Borders, from the softest cashmere, and finished by hand by people who've been doing it for thirty years.

Four degrees, a grey sky and rain coming sideways?

That's cashmere weather.

Glenvarrie Cashmere. Made in Scotland. Made to be lived in.

Arrival

Private island resort · Adult (40-55) · Neutral American · 30 seconds

The seaplane banks, and there it is. A crescent of white sand, twelve villas, and water so clear you can see the fish from the air.

No check-in desk. Someone simply hands you a cold towel and a glass of something with lime.

By the second day, your phone is in a drawer. By the third, you've forgotten which drawer.

Isla Verandra. A private island in the Grenadines.

The Collector

Auction house · Mature (55+) · Neutral British · 30 seconds

This small brass telescope has been to sea with three captains, sat on a library desk in Edinburgh, and spent forty years in a shoebox under a vicar's bed.

Everything worth collecting has a story. Some of them are rather long.

Now it's looking for its next owner.

Pemberton Lisle. Fine art, antiques and curiosities, at auction since eighteen sixty.

The autumn sale is now open for viewing.

The Toast

Champagne · Adult (40-55) · Neutral American · 30 seconds

There's the big toast. The speech, the clinking glasses, somebody's uncle crying into the microphone.

And then there's the other one.

Later. Shoes off. The last of the guests gone. Just the two of you, and a bottle you'd saved for this.

Domaine Delabrie. Champagne from our own vineyards, in the same family for six generations.

For the toast that matters most.

Please enjoy responsibly.

The Anniversary

Jewellery, duet · Mature (55+) · Neutral American · 30 seconds

Cast: WALTER RUTH

WALTER So. Forty years.

RUTH Forty years. You forgot our tenth.

WALTER I was in Ohio. For work.

RUTH You were in the garage. Fixing a lawnmower.

WALTER Well. I didn't forget this one.

SFX: a small box opens

RUTH Oh, Walter.

WALTER It's the same stone as your engagement ring. Linwood and Faye matched it. Took them three whole months.

RUTH You remembered the stone. After all this time.

WALTER I remember everything. Except Ohio.

RUTH Linwood and Faye Jewellers. For every year that counts.

Bespoke

Tailoring · Adult (40-55) · Neutral British · 30 seconds

Twenty-six measurements. Three fittings. Around sixty hours of handwork, most of it on things you'll never see.

A suit from Ashcroft and Penhale is not quick. It was never meant to be.

But when you put it on for the very first time and look in the mirror, you'll understand why. It will fit you. Not your size. You.

Ashcroft and Penhale. Bespoke tailors, Savile Row.

Appointments by request.

The Watchmaker's Bench

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

Every morning, I sit at the same bench, under the same window, with the same light coming in off the mountains.

The pieces are very small. Some are smaller than a grain of rice. I pick them up with tweezers, and I do not breathe while I set them.

A single movement takes me four months. Some take a year.

People ask me why. Why not a machine? It would be faster.

Yes. It would.

But a machine does not listen to the balance wheel. A machine does not know the sound of a movement that is almost right, and keep going until it is exactly right.

This watch will run for a hundred years, perhaps longer. It will be worn by people I will never meet.

I will not see it. That is all right.

It is not made for me.

Maison Thibaud-Roux. Watchmakers of the Vallée de Joux.

Made slowly. Kept forever.

Twelve Cylinders, No Hurry

Luxury car, image · Adult (40-55) · Neutral American · 60 seconds

The world is in a hurry.

Faster phones. Faster lunches. Faster everything. Even our weekends seem to be racing somewhere.

So it may surprise you to hear that the most powerful car we have ever built was designed to make you slow down.

Not the engine. The engine is magnificent. Twelve cylinders, hand-assembled in Modena by a team of six who sign their names inside it.

But everything else. The stitching on the wheel. The way the doors close, with a sound like a heavy book. The cabin, so quiet you can hear the person beside you breathe.

Then there is the Montavia on an empty mountain road, and you remember that power was never about getting somewhere faster.

It was about enjoying every second of the way there.

The Montavia Serena. By appointment, at our showrooms in London, Milan and Los Angeles.

Montavia Automobili. No hurry.

A Hotel That Remembers

Luxury hotel · Adult (40-55) · Neutral American · 60 seconds

I travel for work. Forty nights a year, give or take, in hotels that all start to look the same.

The same beige carpet. The same little bottles. The same view of a car park and a sign I can't read.

The first time I stayed at the Averleigh, I mentioned at dinner that I'd grown up near the sea. Just in passing. I didn't think anyone was listening.

The next year, I came back. Different season, different trip.

They'd given me a room facing the harbour. There was a jar of sea glass on the desk, and a note that just said, welcome back.

They'd remembered.

I don't know how. I've stopped asking.

The Averleigh. Forty-four rooms on the harbour in Charleston. Fine dining, a quiet spa and a staff that notices.

Stay once. They'll remember you.

The Averleigh. Hospitality, the old-fashioned way.

Above the Weather

Private aviation · Adult (40-55) · Neutral American · 60 seconds

Nine o'clock Tuesday. A meeting in Chicago you absolutely cannot miss.

Six o'clock that evening. A school recital in Denver. The one with the violin. The one you promised.

On a normal day, flying commercial, you'd have to choose. Most people choose the meeting.

Altavela Jet Club means you don't. A private jet within four hours' notice, from over two hundred airports across North America. No security lines. No layovers. No checking a gate board every twenty minutes.

You land. The car's already there. You walk into the auditorium as the lights go down.

You made it to the recital. Third row. Just in time to see her look for you.

Altavela memberships are fixed-rate, with no aircraft to own, no maintenance to manage and no hidden fees. Your hours, your routes, your schedule.

Altavela Jet Club. Above the weather. On your time.

Scent Memory

Fine fragrance · Adult (30–45) · Light French · 60 seconds

When I was small, my grandmother had a garden above the sea, near Grasse.

In June, the whole hillside smelled of jasmine. At night it was stronger, heavier, like the flowers were waiting for the dark.

She would sit outside with a glass of cold wine and a cardigan around her shoulders, and let me stay up far too late.

That smell. Jasmine, salt air, warm stone, and something like her cardigan.

I have spent twenty years trying to find it again.

This is as close as I have come.

Célestaine Nuit. Jasmine grand-flora, picked by hand at dawn, with sea salt, fig leaf and a little sandalwood.

It is not a perfume about a garden. It is a perfume about being loved in one.

Maison Célestaine, Grasse.

Find it at our boutiques and selected stores.

The Last Stitch

Couture · Mature (55+) · Neutral British · 60 seconds

It is two o'clock in the morning, the night before the show.

In the atelier, nine women are bent over one gown. Four hundred hours of work. Twelve metres of silk. Eleven thousand tiny glass beads, each one sewn by hand.

Nobody speaks. There is only the sound of thread being drawn through fabric, and the radiator ticking.

I have done this for forty-one years. I still count the beads.

At six, the last stitch. At eight, the fitting. At ten, a model I met this morning stands at the top of a staircase in a gown she will wear for ninety seconds.

And then she walks.

The room goes quiet. The silk moves like water. And for ninety seconds, four hundred hours make perfect sense.

Maison Ravoux. Haute couture since nineteen fifty-two.

The autumn collection, rue du Faubourg, Paris.

Out Past the Headland

Yacht charter, duet · Adult (40-55) · Neutral British · 60 seconds

Cast: CAPTAIN MORRA GUEST

Evening, on deck, the sea very calm

CAPTAIN MORRA We'll anchor in the cove past the headland tonight. Dinner on deck at eight.

GUEST Is there phone signal out there?

CAPTAIN MORRA Some. On a good night.

GUEST Some?

CAPTAIN MORRA Enough to worry about. Not enough to do anything about it.

GUEST I have a call with New York at nine.

CAPTAIN MORRA Then you'll have a very beautiful view while you miss it.

GUEST That's not funny, Captain.

CAPTAIN MORRA It's a little funny. You're smiling.

GUEST Where's my phone?

CAPTAIN MORRA You left it on the sun deck. After lunch. Under a towel.

GUEST I haven't checked it in three hours.

CAPTAIN MORRA Four, actually.

GUEST Four. That hasn't happened since university.

CAPTAIN MORRA How do you feel?

GUEST I don't know yet. Good, I think.

CAPTAIN MORRA That's the sea. It does that to people. Give it another day.

CAPTAIN MORRA Calvara Yacht Charters. Crewed sailing along the Amalfi coast and the Greek islands.

GUEST Leave the phone at home.

Heirloom

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

My mother kept her engagement ring in a little blue dish on her dresser. She took it off to knead bread, to garden, to give us a bath.

I used to sneak in and try it on. It went down to my knuckle and I'd hold my hand up to the window to see the colours.

She caught me once. I thought I was in trouble.

She just said, one day.

This morning, before the church, she took it out of the blue dish and put it in my hand. Hesketh had cleaned it, re-set the stone and resized it to fit, without changing a single thing that mattered.

Now it's my turn.

I'll probably keep it in a little dish too.

Hesketh Diamonds. Engagement rings, heirloom restoration and bespoke design, by appointment.

Some things are meant to be passed on.

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