WTM MEDIA | WHY THESE MATTER

IDEAS | LEADERSHIP | PERSPECTIVES THAT LAST

THE WTM CONVERSATIONS

SEASON 1

Liris Crosse

Beauty. Power. Permission.

A conversation on fashion, representation, media and what it means to redefine beauty.



MODEL. ACTRESS. AUTHOR.
A FORMIDABLE FORCE.

THE WTM CONVERSATIONS

PEOPLE | SYSTEMS | A MORE THOUGHTFUL TOMORROW

The casting room decides who gets seen



AI-generated conceptual illustration; fictional people and scene.

Crosse describes access shaped by agency hierarchies and the people willing to open a casting. Persistence matters, but a gatekeeper must still change a decision.

Agency access — Which agencies receive the brief, and who remains outside?

Casting choices — Do bookers, photographers and stylists consider overlooked talent?

Repeat work — Does one booking change who is considered for the next?

Where does your process narrow the field?

Representation must reach the product



AI-generated conceptual illustration; fictional people and scene.

A diverse campaign can promise belonging while the collection serves a narrower customer. Compare the image with the experience of finding and wearing the product.

Campaign — Who appears across the brand’s sustained body of work?

Collection — Are sizes, stock, construction and fit designed for those people?

Customer — Can the intended wearer buy, move in and use the garment?

Can the people in the image use what you sell?

A longer career needs room to change



AI-generated conceptual illustration; fictional people and scene.

Crosse connects size, age, ethnicity and ability to a career that can continue as a person changes. A demographic appearance is not the same as creative influence.

One appearance — A broader casting can open a door.

A continuing career — Repeat commissions, room to contribute and a more substantial role keep it open.

Who gets to stay, earn and shape what comes next?

AI brings authority into the brief



AI-generated conceptual illustration; fictional people and scene.

A model, photographer, stylist and hair or make-up artist each contribute decisions. AI changes the brief: examine whose work changes and who retains authority.

Human work — Which paid contributions are preserved, changed or removed?

Likeness terms — Agree permitted uses, duration, approval and compensation.

Accountability — Who reviews product accuracy and misleading outcomes?

What must be agreed before the image is made?

Turn visibility into shared knowledge



AI-generated conceptual illustration; fictional people and scene.

Crosse turns experience into book chapters and runway action plans. Her village matters too. Sharing knowledge should coexist with continued paid work for its author.

Experience — Research the brand and arrive prepared without erasing identity.

Action plans — Turn stories into exercises, feedback and useful introductions.

Opportunity — Keep pioneers in paid work, rather than making them unpaid interpreters of change.

Can the people opening doors benefit from the change?

Look beyond who appears

Ask what changes behind the image.

Access

Who is excluded before casting begins?

Product

Does the offer work for those represented?

Longevity

Who receives repeat work and influence?

Authority

Are likeness, use and compensation clear?

Value

Who benefits when the industry changes?

Source: The WTM Conversations, Episode 3, supplied interview transcript and recording. Decision frameworks are editorial interpretation, not measured findings or a validated assessment.

Cover: user-supplied approved artwork. Section images: AI-generated conceptual illustrations created for WTM; fictional people, not Liris Crosse or documentary records of reported events.

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