

INTERNET

Miu Miu invites consumers into surreal world to examine the everyday

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Video still from "De Djess"

By SARAH JONES

Prada-owned Miu Miu is questioning the ordinary with the latest installment of its commissioned Women's Tales series.

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Luxury Daily

"De Djess," which premiered at a screening during New York Fashion Week, tells the story of a cognizant gown that decides its own fate. This ninth short film, directed by Alice Rohrwacher, helps Miu Miu turn fashion on its head, giving garments a power they have not had before.

"New York Fashion Week is a period of time that allows the community to celebrate itself and those that are instrumental in the industry," said Kimmie Smith, co-founder/creative director of [Accessory2](#), New York. "Although each season is about showcasing looks that will come to your local retailer, it's also a form of expression for looks that you may not see anywhere else but on the runway.

"It's also about reflecting on the gains that are made within the industry," she said. "This film highlights a number of sentiments that are taking place in the industry and brings awareness not only to these issues but the need for designers to find the solutions that

they can do in order to make the changes necessary.

"This film talks and looks at these areas, taboos and more in a way that allows the viewer to have their own takeaway. Placing this within NYFW and screening it within this platform gives you much to think about."

Ms. Smith is not affiliated with Miu Miu, but agreed to comment as an industry expert.

Miu Miu was unable to comment directly.

Life of its own

Before the action begins, a message appears "warning" consumers that the film uses imaginary words, and any appearance of similarity to a language was unintentional.

At the beginning of the 14-minute film, two men are shown walking on a beach in dress clothes and shoes, carrying canes. A nun dressed all in white with a headscarf pulls out a pair of binoculars and exclaims when she spots something in the water.

The objects floating in the ocean are pulled ashore by the men, with help from what the viewer can now see are hooked poles, and are revealed to be dresses in translucent garment bags. The nun lays them out in a neat row.



Video still from De Djess

With a scene change, the viewer is taken to the inside of a hotel, where a group of young female employees is waking up, under the watchful eye of the nun shown in the beginning, who overlooks a room from an upper window.

After they are roused by other nuns, the girls jump into action, pulling the dresses off a rolling rack and moving fast to deliver them based on instructions. After they all walk away, one dress is left hanging, and begins to break out of its garment bag, interrupted as a mob of paparazzi appears.



Video still from De Djess

The photographers are distracted by blonde models appearing from different sides of the room, turning and rushing to get a shot of each of them. In the middle of the mayhem, a girl dressed in a waitress' outfit pushes her way through the sea of men and encounters a lone bead, which rolls toward her as if with a mind of its own.

This waitress is forced to hand over the bead, and then given instructions to deliver the lone dress, labeled 328, still hanging on the rack. The recipient is a blonde actress, who gets into an argument with someone on her phone before going to put the dress on.



Video still from De Djess

The gown, shown squirming on its own, retaliates and pricks the woman on her finger, causing her to get a drop of blood on the blush colored fabric.

Once the actress has stormed out of the room and turned off the light, the dress springs to life. It investigates some brightly printed Miu Miu wedges on the floor before trying unsuccessfully to befriend garments hanging in the closet, spurring bead tears.

The young girl comes back to dust the room, playing with the blonde woman's makeup before noticing the trail of beads strewn across the carpet. She follows it up to the gown and gets an idea.



Video still from De Djess

As the girl steps into the gown, it pulls itself up around her neck, fastening the halter, as if choosing her. What once was a blood stain becomes embroidery, as the dress embellishes itself with a botanical pattern.

The protagonist slips out into the hallway and catches the eye of the photographers. They aim their cameras, ready to shoot, and suddenly all of their batteries die, denying them a photo of the dress.

Involving its international audience, Miu Miu has included the full-length version of De Djess on its social media accounts and on its Web site homepage.

Embedded Video: <https://www.youtube.com/embed/ZMEByBDPPJM>

Miu Miu's De Djess

Making a statement

Miu Miu's last Women's Tales film also turned convention on its head.

The brand looked to change how consumers communicate digitally by sponsoring the creation of a mobile application tied to its latest commissioned Women's Tales film.

Director Miranda July's "Somebody," which premiered at the Venice Film Festival Aug. 28, centers on an app that can be used to send a message to a loved one verbally through a third party. Helping to bring this concept to life will keep Miu Miu in mind as consumers are participating in the art project ([see story](#)).

Miu Miu often screens the Women's Tales films as part of a larger fashion event to benefit from having a crowd already gathered.

Last year, the brand engaged the Mercedes-Benz Fashion Week festivities with a screening of its seventh Women's Tales film.

"Spark and Light," directed by So Yong Kim, premiered on Feb. 11 in New York, with online content created surrounding the release. Since Prada is an Italian brand, and shows all of its Miu Miu collections in Paris, this was an opportunity for Prada to be a part of New York Fashion Week and stay top of mind for consumers as its runway shows are approaching

([see story](#)).

This screening will have a similar effect, with attendees such as Maggie Gyllenhaal, Derek Blasberg and Leigh Lezark.

"Miu Miu is such a fun and impressive brand," Ms. Smith said. "Moreover, it is an extension of the noted Prada fashion house. Miu Miu has presented The Women's Tales since 2012, so this film is a great addition within these films.

"When brands are willing to take a position, it's always a great way for them to get in touch with their audience and those who wish to know more about their inner workings," she said.

"I think that this film will definitely generate conversation on changes that have been requested within the industry. This film allows these conversations to exist through social media by examining brand representation—models, personalities, celebrities, body image, racial inclusion—the role of the media and how brands wish to be defined within this new and continually evolving age."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

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