

ADVERTISING

## Miu Miu explores ordinary city life in new campaign

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*Miu Miu's campaign highlights daily life in New York*

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By STAFF REPORTS

Prada-owned fashion label Miu Miu is emphasizing its wearability in a new campaign that focuses on the daily lives of New York residents.

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The Italian brand shared images featuring models of all ages out and about in a variety of locations including the East Village and Brooklyn. Setting its campaign in a realistic environment shows consumers that Miu Miu's apparel can easily be integrated into their every day lives.

### Ordinary day

Models such as Stacy Martin, Mia Goth, Hailey Gates and Maddison Brown starred in the campaign, which saw them undertaking normal activities like commuting to work or taking the subway. Miu Miu captured the images with phrases like "waiting at bus stop" to emphasize what activities it intended to represent.

By focusing its campaign on normal activities Miu Miu will likely connect with a wide range of consumers. Additionally, the images included women of all ages, making it more appealing to a large demographic.



*Image from the campaign depicting models waiting for the bus*

Miu Miu has previously explored the question of daily life in its campaigns. Earlier this year, the Prada-owned brand questioned the ordinary with a new installment of its commissioned Women's Tales series.

"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, helped Miu Miu turn fashion on its head, giving garments a power they have not had before ([see story](#)).

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