

ADVERTISING

Miu Miu makes fragrance debut with playful retro campaign

September 11, 2015



Miu Miu fragrance campaign image

By STAFF REPORTS

Prada-owned Miu Miu is communicating its brand image through scent with the debut of its first fragrance.

[Sign up now](#)

[Luxury Daily](#)

For the launch campaign, the brand captured actress Stacy Martin playing with the bottle in a retro-infused scene alongside a kitty companion. Taking a nostalgic trip for this effort enables the brand to imagine more of a history for the scent, giving it a sense of agelessness.

Perfume premiere

Miu Miu's eponymous scent includes notes of lily of the valley and akigalawood, meant to be both "timeless" and "contemporary."

For its debut, the brand chose actress and past campaign model Ms. Martin as the face of the scent and corresponding advertising effort. The brand has referred to Ms. Martin as "Miu Miu personified."

Miu Miu announced its entrance into the fragrance market in 2013 but had remained mum on the subject until the announcement. New fragrances are introduced very frequently by

luxury houses, so the mystery that still surrounds Miu Miu's debut into the sector may help build interest and anticipation among consumers ([see story](#)).

The video campaign is underscored by Lesley Gore's 1964 track "You Don't Own Me." It opens with close-up shots of Ms. Martin's face, featuring her cat eyeliner.

Footage of the actress crawling on all fours across a rug and playing with a cat is split up by red circular filters, mimicking the top of the fragrance bottle.

Embedded Video: <https://www.youtube.com/embed/NTvLVX1OpW0>

Miu Miu the first fragrance

Ms. Martin locates a bottle hiding beneath the rug and picks it up, clutching it to her chest as she rolls across the carpet.

Still campaign images similarly show Ms. Martin lying beside a clutch bag that reveals a fragrance bottle inside.

While this is Miu Miu's first scent, it follows parent company Prada's strategy for fragrance campaigns, which tie personalities to perfume.

For instance, Prada engaged its digital audience with a short film that told the story of a love triangle involving a character named after a fragrance.

The label pushed the desirability of its new Candy L'Eau scent by naming the female protagonist after the fragrance. Although Prada was pushing an entry-level product through the video, consumers of all income levels were likely entertained by the film's amusing plot line of two friends wanting the attention of the same woman ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.