

MOBILE

## Miu Miu hands creative reins to consumers in co-creation app

February 23, 2016



*Miu Miu Music app*

By SARAH JONES

Prada's Miu Miu is bringing music and fashion together on mobile with the release of a new interactive application.

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The Miu Miu Music app lets consumers become the creator as they mix beats from DJ Frdric Sanchez with animated moods featuring the label's latest collections. Music and fashion often go hand-in-hand, whether it is the runway soundtrack that illuminates a designer's vision or a creative partnership, and this app allows Miu Miu fans to create their own relationships between the two artistic outlets.

"The link between music and fashion is an obvious one, but by integrating the two into an app Miu Miu is most likely looking to capitalize on novelty and intrigue," said Maggie Adhami-Boynton, vice president of operations & client services at [Plastic Mobile](#), a Havas company.

"The app acts as a new touchpoint for Miu Miu to reach its consumers in a fun and interactive way," she said. "Miu Miu Music interestingly has no commerce integration and does not showcase any products, which makes it seem as though the app is strictly for awareness and increasing their social presence."

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

**Miu Miu** did not respond before press deadline.

Fashion film

Miu Miu's app, which launched officially Feb. 22, is available for free for Apple, Android and Windows devices.

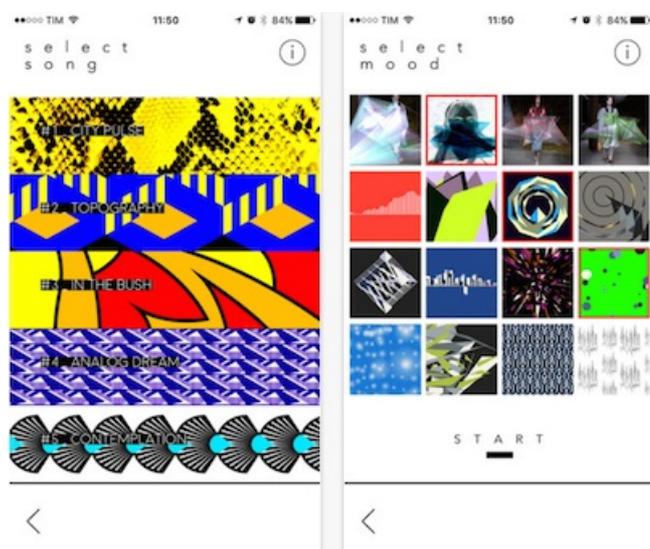


## Miu Miusic app

Once consumers have downloaded the app, it opens with a tutorial, walking them through the process.

First, the user picks one of the 10 songs composed by DJ Frdric Sanchez. As they are picking, they cannot preview the beats and must rely solely on the names of the tracks to pick. These titles include "City Pulse" and "Moon Turn Tides."

Then, they can layer this with up to four "moods." These depict Miu Miu's collection in artistic ways, showing accessories in negative, layering geometric crystalline shapes over runway footage or creating an almost disco-like atmosphere where shoes perform dances.



Screenshot of Miu Miusic app

Once both options are selected, the app merges the two automatically into a short film.

If a consumer is particularly pleased with their creation, they can save it to their photo library or share it on social media platforms from the app.

The app is designed to enable consumers to create something that is personal to them.

Miu Miu does not include a suggested hashtag for these social posts, making it likely that consumers will mostly see shares only from those they follow.

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**Miu Miusic App** Introducing Miu Miusic App: where music meets fashion the Miu Miu way. An exclusive App to design your own video with the feminine tones of the latest Miu Miu collections to the beat of DJ Frdric Sanchez. Now available on iOS, Android and Windows.

Posted by **Miu Miu** on Monday, February 22, 2016

Miu Miu does not have a brand app of its own, but has released campaign-driven apps in the past. The brand's Women's Tales series has a dedicated platform, and Miu Miu worked with filmmaker Miranda July to launch a messaging app surrounding her short "Somebody" ([see story](#)).

In this way, Miu Miu and parent company Prada use mobile more as a storytelling and engagement platform than as a constant branded channel.

"This is Miu Miu's second app, and it looks like they are creating smaller campaign apps to generate brand exposure, rather than creating a flagship app with more utility," Ms. Adhami-Boynton said. "Launching on the heels of Milan Fashion Week, starting Feb 24, Miu Miu is likely looking to capitalize on some of the press that comes along with the series of events running until March 1st.

"For the app to succeed beyond just brand awareness, Miu Miu will need to capitalize on the increased social media impressions that it looks to gain this week, by creating conversations and finding ways to turn the impressions into

sales."

#### Personal touch

Other brands have introduced personalization features in digital campaigns, allowing fans to co-create.

Italian fashion house Versace is letting consumers put their own touch on some of its most well-known codes with a new Emoji mobile app.

Released in time for Valentine's Day, Versace's app passes the creative baton to the user, allowing them to combine existing photos, backgrounds, stickers, drawings and text to create a photo shareable on Instagram. With the romantic holiday around the corner, the label is looking at this app as an opportunity for its consumers to share their affection in Versace style ([see story](#)).

Also, U.S. fashion label Marc Jacobs is encouraging consumers to graffiti the wild postings of its spring ads throughout New York with their own art, speaking to the co-creation trend.

A social contest for New York Fashion Week tells consumers to treat the brand's creative as their canvas, using it as the backdrop for their own art. Once they had tagged the art, they were told to post and hashtag a photo for the chance to attend the brand's show on Feb. 18 ([see story](#)).

Seeing an overwhelming number of entries, Marc Jacobs extended the campaign.

For Miu Miu, this app may serve as a one-time engagement tool rather than a frequented platform on consumers' phones.

"Interested consumers will download the app, play around with its functionalities and then possibly share their creation through one of their social channels," Ms. Adhami-Boynton said.

"With only a small catalogue of songs and images, and no plans for updating, the app does not really create a reason for the consumer to return to the app," she said. "This means that for the app to be a success, Miu Miu is really relying on users to create videos on their first time in the app, which will hopefully lead to further conversations on social media."