

APPAREL AND ACCESSORIES

Miu Miu puts lens on maverick femininity in youthful eyewear campaign

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Miu Miu's Scenique eyewear campaign

By STAFF REPORTS

Prada-owned Miu Miu is slowing things down in a desert oasis to highlight the laid-back appeal of its Scenique sunglasses.

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Starring Kaia Gerber, the 14-year-old daughter of supermodel Cindy Crawford, the video depicts the morning following what appears to be a rowdy affair, as the protagonist floats through the evidence left behind. Capturing the nuance in the scene, Miu Miu paints a portrait of the girl who wears its brand, and particularly its sunglasses, with limited narrative necessary.

Diving in

The five-minute film opens with brief still life shots, as neon streamers blow in the wind and ants crawl in the dirt beside a bejeweled necklace that was left on the ground. An abandoned popsicle melts while a dress in the same cherry hue floats in a pool.



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When the audience first sees the film's protagonist, she is shown leisurely waking up and slowly strolling outside to the pool. While other abandoned objects remain in their place, she dives in to rescue her Miu Miu sunglasses from the bottom of the pool.

Rather than placing them aside, she moves through the water wearing the frames, accessorizing her bright red bathing suit.

Miu Miu Scenique

While many on social media applauded the effort, some questioned the appropriateness of a campaign star who is barely a teenager.

Eyewear campaigns often transport consumers to a different locale, creating a sense of playfulness and wanderlust.

Italian fashion label Gucci is commending its Havana sunglass collection for men and women with a video shot in the canyons above Malibu, CA.

The social video features men and women in Havana sunglasses hanging out at a pool at night. The fun elements behind this party scene draw attention to the many young men and women wearing sunglasses in the dark ([see story](#)).

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