

APPAREL AND ACCESSORIES

Miu Miu's narrative on women's empowerment dives into skating culture

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Miu Miu's film features 18-year old skater Rochelle Vinberg

By BRIELLE JAEKEL

Prada's Miu Miu has put an emphasis on empowerment for young women and female support circles with its latest film.

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The twelfth installment of the fashion label's Women's Tales series centers around an all-girl skate crew who embrace a lonely novice. The film ushers in documentary director Crystal Moselle's scripted debut and features real-life skate-crew The Skate Kitchen whose fashion in the video embodies a coolness factor.

"Branded content does not need to be entirely focused on a brand's product," said Shuli Lowy, co-head of Women in Wireless NY. "Rather it needs to connect with the target audience while showcasing the product.

"A compelling ad also tells a story. Miu Miu's Women's Tales does an excellent job at weaving together those key ingredients to captivate consumers," she said. "While the videos may feel like a breakaway from traditional luxury apparel content since they don't center foremost around Miu Miu's apparel, they tell a story with a message that's is likely to resonate with the brand's target audience."

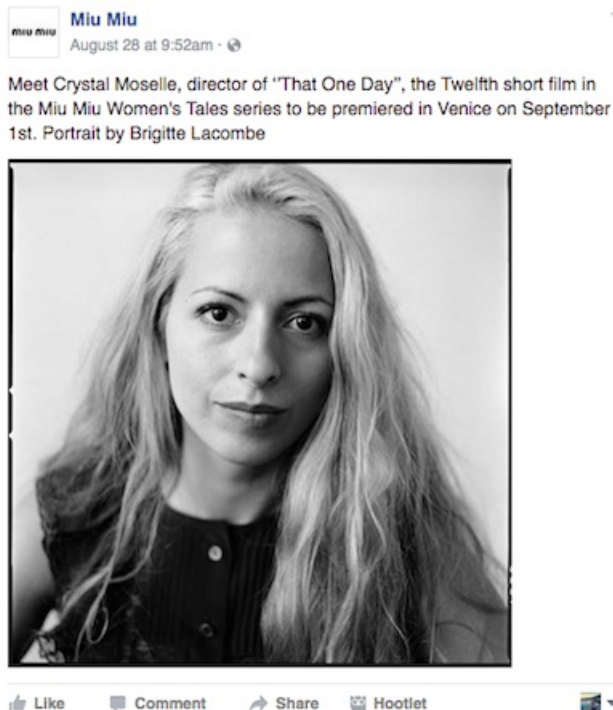
Ms. Lowy is not affiliated with Miu Miu, but agreed to comment as an industry expert.

Miu Miu did not respond by press deadline.

Support overall

That One Day features real-life skater Rachelle Vinberg as a lonesome teenager hoping to skate with the boys in a busy skate park. However, her timidness causes her to stumble and prevents her from her full potential.

Crystal Moselle, who is known for her documentary The Wolfpack, directed Miu Miu's narrative. The documentary followed the story of eccentric film fanatic brothers living in the Lower East Side of Manhattan.



Miu Miu promotes its latest film and director on Facebook

Miu Miu debuted the latest Women's Tales installment at last week's Venice Film Festival, and the film can still be viewed on YouTube and social media.

The Women's Tales video opens with Ms. Vinberg insisting her fictional mother let her out of the car early before arriving to her destination while her mom insists on driving her the full trip. The embarrassed teenager forces her mom to pull over as she quickly opens the car door.

When she arrives, Ms. Vinberg seems to be intimidated by the other skaters in the park and stumbles quite a bit. One teenaged boy is taunting her until a group of girls come defend her.

The girls take Ms. Vinberg under their wing, and by the end of the day she reveals how important that was to her. The isolated teenager admits that she has a constant weight of loneliness on her and that the day was the first time she felt it lifted.

Weaving empowerment

The subject matter of the film is meant to spark a conversation surrounding women's empowerment and inspire girls not to compete but instead support each other. The aesthetic of the film and fashion styling of the girls, paired with the skate culture, invoked a trendy feel to the narrative.



The film's characters skate through the city

Miu Miu's eleventh Women's Tales video celebrated Asian femininity by transporting consumers to Japan through film ([see story](#)).

"At times, sharing those poignant messages, particularly around gender stereotypes, can create a stronger brand affinity than a traditional video of shoes and dresses," Ms. Lowy said. "Unilever's CMO earlier this year highlighted how the brand found that its ads that are progressive on gender issues achieved 12 percent better involvement.

"Unilever has since made it a priority to ensure that all of its creative is evaluated in part based on whether it tackles topics related to eliminating gender stereotypes," she said. "The strong performance that ads with gender

progressive messages have achieved is encouraging brands to adopt the theme in their creative."

"Clearly the tactic works."

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