

APPAREL AND ACCESSORIES

Miu Miu evokes disparate eras, aesthetics for spring 2017

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Miu Miu spring 2017

By STAFF REPORTS

Prada-owned Miu Miu is transporting consumers to “Suddenly Next Summer” for its spring 2017 advertising campaign.

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The effort is the brand's third campaign to be photographed by British photographer Alasdair McLellan and features a cast of women who represent the “ever-shifting spectrum of the fashion industry.” Casting fresh and well-known talent for ad campaigns ensures a brand maintains relevancy and a forward-looking gaze as well as emphasizing fashion’s icons.

Endless summer

For Miu Miu’s spring 2017 campaign, Mr. McLellan recalled retro summer films such as “Il Sorpasso” and “Beach Blanket Bingo,” a fitting atmosphere for the label’s vintage-looking collection.

The campaign features actress Elle Fanning, who worked with Miu Miu previously on its spring 2014 ads and video. Similarly to this year's campaign, spring 2014 featured a crop of new entertainment talent such as Elizabeth Olsen, Lupita Nyong'o and Bella Heathcote ([see story](#)).



Miu Miu spring 2017

In addition to Ms. Fanning, Miu Miu cast icons such as Karen Elson, Carolyn Murphy and Lara Stone alongside emerging new talent such as Sonia Ben Ammar, Elsa Brisinger, Birgit Kos, Mayowa Nicholas and Ellen Rose.

Miu Miu's Suddenly Next Summer is a continuation of the brand's embrace of contemporary femininity and "nebulous terms" such as actor, It-girl, model and celebrity.

The campaign is also designer Miuccia Prada's "twisting and turning mediation on what a woman wants to wear, what she is expected to wear, what she has worn, what she can wear and where those shifting ideas collide." The concept is heightened by pairings of leather purses with rubber swim caps, overcoats and knit bikinis from the spring 2017 collection.



Miu Miu spring 2017

The brand also celebrates femininity through its ongoing Women's Tales series. The latest episode, debuting in September 2016, put an emphasis on empowerment for young women and female support circles with its latest film.

Miu Miu's 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 ([see story](#)).

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