

APPAREL AND ACCESSORIES

Miu Miu Women's Tales conquer comedy and its art process

February 14, 2017



Miu Miu's Women's Tales Carmen film

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Prada's Miu Miu is continuing its narrative in support of women's issues, with the thirteenth installment of its Women's Tales film series directed by Chlo Sevigny that focuses on comedy.

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Stand-up comedienne Carmen Lynch takes the stage in Miu Miu's latest Women's Tales film written in partnership with herself and Ms. Sevigny. The eight-minute film takes a look at Ms. Lynch's day on the road, which is paired with clips from her standup set.

"Miu Miu has a brand that is specific to women that are looking for boutique type products, unique to the market. Women in this demographic are open to comediennes or actresses / actors that have a following presenting the brand via short films or editorials and these types of branding efforts can be the 'thumbs up' needed for them to make a purchase," said Marci Troutman, CEO of [Siteminis](#). "The brand can benefit as well with the social media push that can be acquired through these types of marketing."

Women's tales

Miu Miu's film, "Carmen," follows Ms. Lynch starting behind the stage as she stares into the mirror before her set and all throughout the night as she wanders around Portland. She discusses what it is like to date in the modern world, thinking about death and taking Plan B.

Throughout the film, there is a stark contrast between moments when the audience is laughing along and those when they do not. Towards the end of the film, the atmosphere becomes lighter.

Ms. Sevigny hoped to convey the love of craft, the process and the experience of being a woman. She developed the script around Ms. Lynch's standup.

The comedienne says that she believes the film captured a lot of who she is.

Miu Miu's film opens with Ms. Lynch walking the streets of Portland, while a voice over of an announcer introducing her on stage can be heard. The film cuts to a close up shot of Ms. Lynch on stage as she opens with a joke about quitting online dating.



Carmen Lynch doing standup

The score plays as the shot freezes and then cuts to Ms. Lynch backstage fixing her hair and staring into a mirror.

Different parts of Ms. Lynch's standup are played as she is shown throughout her night. One clip shows guys hitting on the comedienne in an all-night grocery store, while others show her drinking at the bar.

Towards the end of Carmen, it is clear that Ms. Lynch is at another venue on another night. The atmosphere is noticeably lighter as she makes jokes about taking Plan B.

The end of her set closes out the film as she walks through the city.



Carmen Lynch walking through the city

Miu Miu

Miu Miu is known for its commitment with women's issues.

The Prada-owned label recently slowed things down in a desert oasis to highlight the laid-back appeal of its Scenique sunglasses.

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 ([see more](#)).

Miu Miu also put an emphasis on empowerment for young women and female support circles for another Women's Tales film.

The twelfth installment of the fashion label's Women's Tales series centered around an all-girl skate crew who embrace a lonely novice. The film ushered 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 more](#)).

"The short film is referencing, in part, a single women looking for love in a big city which is just in time for Valentine's Day, and promotes their Love Collection," Ms. Troutman said.