

APPAREL AND ACCESSORIES

Miu Miu makes a splash with latest unconventional film

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Miu Miu's "Shark" video

By BRIELLE JAEKEL

Prada-owned fashion label Miu Miu is taking on a campy aesthetic to show off its latest collection with a new film that blurs the line between comedy and drama.

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"Shark" is Miu Miu's new playful video that models its collection collaboration with online retailer MyTheresa.com. The film taps the theme of hopes, dreams and fears but stays away from keeping the content too serious.

"This is one of the more bizarre short vignettes I've seen," said Marie Driscoll, CEO of [Driscoll Advisors](#), New York. "The delivery is very flat emotionally, but there is a story here of confronting and dealing with one's fear. And sharks/fear of the dark unknown in the water is fairly common and thus resonates with many.

"Product is tertiary and encountered only because the clothing speak for itself in the swirling colors of the skirts and the appliques on the sweaters," she said.

Ms. Driscoll is not affiliated with Miu Miu, but agreed to comment as an industry expert. Miu Miu was reached for comment.

Shark

Miu Miu's video opens with a shot of the water of an indoor pool, when the word Shark appears in similar font and color to the "Jaws" branding.



The opening to Miu Miu's film

The view pans up to a girl who looks into the camera and says, "As far back as I can remember I have always wanted to be a synchronized swimmer." In the distance, a girl can be heard saying, "what, what did you say."

Another girl is shown standing by the side of the indoor pool, the original girl walks toward her and explains that she has always wanted to be a synchronized swimmer but had no one to do it with.

The vignette errs on comedy when the second girl says, "Yeah I guess a solo synchronized swimmer is just a person swimming alone."

When the first girl proposes they jump in the water, it is revealed that the second does not swim. She explains that a shark once ate her boyfriend, leaving only his snorkeling mask.

The video darkens and the camera zooms in on her face as she tells her story with a spotlight on her. The non-swimmer then comes up with an idea that will allow her friend to have a synchronized swim partner, but without her having to enter the water.



Miu Miu's Shark

She asks her friend to join her outside of the water, and the two begin "synchronized swimming" without really swimming. The lighting darkens and the two appear to be in costume as they "swim."

Their dancing, as well as the video, abruptly ends when the second girl screams out, "Shark!" But it turns out to be a sandal floating in the pool.

The film shows off pieces from Miu Miu's ready-to-wear collection sold exclusively at MyTheresa.com.

Miu Miu campaigns

Miu Miu also recently continued 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.

Stand-up comedienne Carmen Lynch took the stage in Miu Miu's previous Women's Tales film written in partnership with herself and Ms. Sevigny. The eight-minute film took a look at Ms. Lynch's day on the road, which is paired with clips from her standup set ([see more](#)).

Miu Miu also transported consumer to "Suddenly Next Summer" for its spring 2017 advertising campaign.

The effort was 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 ([see more](#)).

"The benefit of the campaign is that it is campy, memorable and not another fashion show," Driscoll Advisors' Ms. Driscoll said. "It is creative in a marketing and story-telling sense and brings a darker side to the generally bubble-gum positioning of Miu Miu.

"It transports you back to the fairy-tales of youth," she said. "They really did have a scary side to them before Disney's edits."

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