

APPAREL AND ACCESSORIES

## Miu Miu examines photography's transformation in friendship snapshots

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*Actress Jaime King for Miu Miu's Room 303 for fall 2017*

By STAFF REPORTS

Prada-owned Miu Miu is opening the door to Room 303 to tell a story of female friendship.

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Miu Miu's fall 2017 campaign, titled "Room 303," was photographed by Alasdair McLellan and features a cast of women shown preparing for a night out on the town. The relaxed setting of the campaign is meant to evoke the "getting there is half the journey" concept as it relates to spending quality time with friends.

Quality time in photos

Styled by Katie Grand and under the art direction of Giovanni Bianco, Miu Miu's Room 303 for fall 2017 stars actress Jaime King and models Samantha Archibald, Iesha Hodges and Lily Nova.

The Room 303 campaign tells a female friendship narrative in a series of still images that are coy, relaxed and physical. Miu Miu used a London hotel room as the setting for the "spur-of-the-moment photo session."

For example, one image shows Ms. King and Ms. Nova sitting together in a bathtub. Both women have their legs draped over the tub's ledge and are looking straight on at the camera as if it were candid shot taken by a friend.



### *Miu Miu's Room 303 campaign for fall 2017*

Also shown in the tub is Ms. Archibald and Ms. Hodges, but Ms. Archibald's eyes are closed and Ms. Hodges is seen only from the chest down, giving the campaign the authentic feeling of a quick photo taken without much care or thought.

Other images show the women sitting together on a carpeted floor or leaning up against a bathroom sink.

Miu Miu has also developed collage versions of the stills that blend candid shots of the women and closeups of the fall 2017 ready-to-wear and accessories collection.



### *Miu Miu's Room 303 campaign for fall 2017*

In a caption shared to Instagram, Miu Miu explains its creative concept further, saying, "The economy of images has weathered a radical transformation.

"Technology has disrupted traditional values: pictures are at once utterly ubiquitous and diminished; perfection and seamlessness, more attainable than ever, are drained of aura; low fidelity can signify either carelessness or intimacy."

Another reads, "The campaign is part of an ongoing investigation into the fleeting nature of contemporary images perhaps as a metaphor for the transience of youth."

For spring 2017, Miu Miu also worked with Mr. McLellan to transport consumers to "Suddenly Next Summer."

Miu Miu's Suddenly Next Summer also served as a continuation of the brand's embrace of contemporary femininity, taking a focus on "nebulous terms" such as actor, It-girl, model and celebrity. The campaign was 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" ([see story](#)).