

APPAREL AND ACCESSORIES

## Miu Miu eyewear effort tells dreamy ode to summer holidays

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*Miu Miu's latest short film is a romantic trip to a summer getaway; Image credit: Miu Miu*

By DANNY PARISI

Prada-owned apparel and accessories brand Miu Miu debuted a new short film set against the backdrop of a nostalgic summer day at the beach to promote its latest eyewear line.

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The short film, titled "Me, You and Miu Miu," follows a pair of young women as they stroll around the beach, tease each other, swim in the water and enjoy a relaxing hazy summer trip. The dreamy tone of the film and romantic undercurrents create a warm mood that is perfect for highlighting the casual yet chic nature of the glasses.

Close bond

To promote Miu Miu's new line of summer eyewear, the brand has released a new short film that prominently features the accessories.

The video takes the form of a summer trip to the beach by two women who appear quite close.

Throughout the video, in intimate, montage-like shots, the pair are seen lounging on the beach, napping, going for a walk, dancing by some trees, eating breakfast and playing tennis.

Miu Miu's soundtrack for the campaign is a romantic piano score that changes dynamically in terms of strength and intensity, starting quiet and subdued and reaching crescendo towards the end before quietly fading out.

The video has a warm nostalgic tone, and the settings and costumes are not particularly tied to any specific time period, giving the whole story a timeless quality.

An interesting note is the relationship between the two women. While the description of the video describes it as being about "female friendship," the actual video seems to have much stronger undertones.

*Me, You and Miu Miu*

The women are shown making frequent physical contact, touching each other's faces, holding hands, slow dancing while the sun sets and sleeping while curled up next to each other or with one's head resting on the other's chest.

These actions make the women's relationship seem more romantic than platonic. Comments on the video on YouTube echo this sentiment.

That Miu Miu chose to describe the pair as "friends" shows that it was either unaware of what seems to be the obvious intention of the filmmaker, British photographer Victoria Hely-Hutchinson, or that it purposely chose to downplay this aspect so as not to alienate conservative viewers.

Either way, diversity in advertising is an important part of building a more inclusive society, and Miu Miu's reluctance to call attention to this is a mark against it.

You and me

Miu Miu's video offerings recently have been surprisingly diverse. While this video was sincere and heartwarming, just last month the brand put out something much different.

"Shark" is Miu Miu's 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 ([see story](#)).

Miu Miu's other recent campaign, a photoshoot, took a more similar tone to its latest video.

*Miu Miu's Shark film with mytheresa.com*

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 ([see story](#)).

What is important to note is that while Miu Miu eyewear is featured in the video, it plays a definite background role to the relationship between the two women.

In this way, Miu Miu is positioning its products as an essential and seamless part of its customers' everyday lives.

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