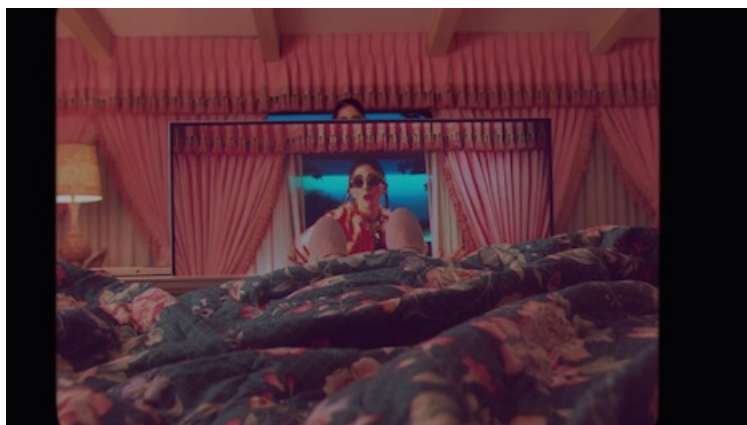


APPAREL AND ACCESSORIES

Miu Miu's caricature on politics continues its alignment with the arts

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Miu Miu's latest Women's Tales film

By BRIELLE JAEKEL

Prada's Miu Miu is continuing its Women's Tales campaign, which looks to act as social commentary to today's political upheaval and assert itself as art.

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Celia Rowson-Hall, the creator of the 14th Women's Tales film series from Miu Miu, drew inspiration from the textiles of Miu Miu's latest collection. Debuted at the Venice International Film festival, the latest installment of the series offers an interesting take on "commercialism in the face of fear."

"The new Women's Tales film sort of provided social commentary to the political climate," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. "Isn't that what art is?"

"It's a reflection from the artist's perspective on how they see the world, and in the film, it shows the commercialism that's very present in almost everything we see," he said. "The film creates a spectacle to distract and entertain, which is what most commercials and campaigns are designed to do in order to provide an escape from the present day reality."

Mr. Louangvilay is not affiliated with Miu Miu, but agreed to comment as an industry expert. [Miu Miu](#) was reached for comment.

Women's tales

Miu Miu's film begins with the title credits appearing while audio clips from pop culture apocalyptic scenes can be heard. Text reading "(The [End) of History Illusion]" appears, indicating the film's title.

Quirky cinematography indicates a farcical look at commercialism today, as an advertisement appears on a television promoting a luxury underground home.

As the television sinks away, the woman from the ad appears in person and then walks through the window behind her. She is shown playing the piano as she continues to sell the underground property, "Your home may not be as secure as you think. Underground shelter is your best defense against radioactive fallouts."

A tour of the luxury underground property begins and takes an even more campy tone with butlers tap dancing and dramatic horns playing.

The offscreen voice continues to sell the luxury home by listing the amenities which get more and more ridiculous.

"We understand this political climate has turned your world upside down," continues the voice, emphasizing the commentary on today's political atmosphere.

The ad finishes, and workers at the underground luxury home are shown gleefully spending their time and even dancing with their food. However, a nuclear warning briefly interrupts them.

Activities resume, but this time it is noticeably more somber. The atmosphere continues to spiral downward, with one occupant physically wilting as she begins to lose her mind.

Another alarm sends them all scrambling for another brief period. But afterwards, the occupants continue to get worse and worse, with one of them even dying and the rest going insane.

One woman commits suicide, as alarms continue to sound. The film ends with another woman pulling the plug on the underground home and as the lights go out, she walks towards the exit and the sun shines in.

Film series

The brand expanded the multichannel reach of the creative film series this time, in a campaign that spanned digital and physical realms. The fourteenth film ushered in a new dedicated Instagram and a premiere at a film festival will extend the influence of the campaign ([see more](#)).

Miu 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 focused on comedy.

Stand-up comedienne Carmen Lynch took the stage in Miu Miu's latest 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](#)).

"It engages with audiences early and provides behind the scenes content," Mr. Louangvilay said. "The Instagram creates the stories that Miu Miu wants to tell in their own way, and it also inspires people to engage with the content.

"It builds anticipation for the release of the film within their targeted audiences," he said. "It's a women's wear brand, therefore their audience would be those who identify as female.

"It's very inspiring for those who identify as female to see a wonderful work of art being made by people who they can relate to. It's the perfect strategy for Miu Miu to take this approach."