

APPAREL AND ACCESSORIES

Miu Miu revs its engine for cruise 2018

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Miu Miu found inspiration in automotive culture for cruise 2018. Image credit: Miu Miu

By JEN KING

Prada-owned fashion label Miu Miu is taking a fresh look at a typically masculine motif for its women's cruise 2018 collection campaign.

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Inspired by car culture, Miu Miu's cruise campaign was staged at France's Autodrome de Linas-Montlhery racetrack for a playful take on the classic automotive club, typically associated with men. In its marketing efforts, such as its ongoing Women's Tales, Miu Miu often explores femininity through various lenses to speak to its female consumer base.

Miu Miu Club

Miu Miu's "All I wanted was a car" campaign for cruise 2018 features a group of girls, dressed in automotive-inspired ready-to-wear, who enjoy a fun day of racing supercars on a racetrack.

The ready-to-wear seen in the campaign features insignias and racing stripes, motifs often seen on classic cars and at racing clubs.

Staged at the Autodrome de Linas-Montlhery racetrack, the Parisian seat of the Automobile Club de France, the fashion label's campaign stars the "Miu Miu Club for car enthusiast girls."

In the minute-long campaign film, members of the Miu Miu Club walk arm-in-arm along the track, pose on hoods of classic supercars in pop colors, hangout pit side near branded tents and take colorful Lamborghinis for a spin.



The Miu Miu Club at France's Autodrome de Linas-Montlhery. Image credit: Miu Miu

The campaign, photographed and directed by Alasdair McLellan, features actress Elle Fanning, who is joined by top models including Anna Ewers, Doutzen Kroes, Joan Smalls and newcomers, Kesewa Aboah, Lily Nova and Slick Woods.

Miu Miu worked with editor in chief of Love magazine and contributing fashion creative director at W Magazine, Katie Grand as campaign stylist. Vogue Italia's Giovanni Bianco also participated as creative director.

Apparel and accessories from the cruise 2018 collection heighten Miu Miu's automotive associations. Miu Miu Club members wear jumpsuits and jackets that draw design inspiration from racing, particular a race car driver's uniform.

Miu Miu's take on the driver's uniform, designed for performance and adorned with sponsors' patches and checked flags, is embellished with rhinestone studs, patches and racing stripes.

Other automotive-inspired pieces in Miu Miu's cruise collection include a goggle-like sunglasses style and jewelry with the "m" motif.

Miu Miu | All I wanted was a car | Cruise 2018

Girl at heart

Miu Miu's collection campaigns feature bands of women in various scenes to promote its feminine designs and codes of romantic love, platonic friendship and womanhood.

For example, Miu Miu opened the door to Room 303 to tell a story of female friendship.

Miu Miu's fall 2017 campaign, titled "Room 303," was also photographed by Mr. McLellan and featured a cast of women shown preparing for a night out on the town. The relaxed setting of the campaign was meant to evoke the "getting there is half the journey" concept and spending quality time with friends ([see story](#)).

Also, Miu Miu debuted a short film set against the backdrop of a nostalgic summer day at the beach to promote its latest eyewear line.

The short film, titled "Me, You and Miu Miu," followed a pair of young women as they strolled a beach, teased each other, swam and enjoyed a relaxing hazy summer trip. The dreamy tone of the film and romantic undercurrents created a warm mood that was perfect for highlighting the casual yet chic nature of the glasses ([see story](#)).