

APPAREL AND ACCESSORIES

Miu Miu touts Miss Piggy's star power to promote eyewear

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The Muppets' Miss Piggy wears eyewear from Miu Miu fall/winter 2017. Image credit: Love magazine, photo still by Rankin

By STAFF REPORTS

Apparel and accessories label Miu Miu is pitting today's top models against a cultural icon, Miss Piggy from *The Muppets*.

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Miu Miu is cross promoting a full film created by director and photographer Rankin for *Love* magazine's holiday 2017 advent calendar, created with support from brands such as Marc Jacobs Beauty and Burberry ([see story](#)). Due to the virality of Rankin's Miss Piggy content, Miu Miu has shared the films on its social channels to promote the eyewear styles seen in the effort.

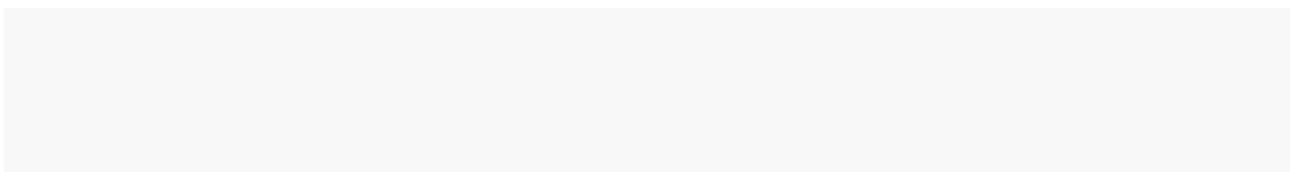
An icon

In Rankin's content for *Love* magazine, Miss Piggy is portrayed as an in-demand celebrity model. In nearly every frame with The Muppet, Miss Piggy is shown wearing a pair of Miu Miu shades.

With flashes and yelling paparazzi, one scene shared by Miu Miu shows Miss Piggy arriving at a photoshoot. Miss Piggy brushes off the paparazzi before the camera turns to Rankin, as he tells the camera that this shoot is the most important he has ever done.

In his dialogue, Rankin also says that "Courtney Love is the most rock 'n' roll, but Miss Piggy is more rock 'n' roll."

As the clip continues, Miss Piggy, *The Muppets* Dr. Teeth and The Electric Mayhem band members and top models mosh together to Nirvana's "Smells Like Teen Spirit."





#LOVEMUPPETS BY RANKIN. Starring @TheMuppets, @ritaora, @lilynova97, @adesuwa, @jean_campbell, @realbarbarapalvin, @haileybaldwin, @winnieharlow, @joansmall, @poppydelevingne, @derekblasberg, @geechrist, @_dilone, @ladyelizacummings, @babbym, @doutzen, @adwoaaboah and @ediebcampbell. Director @rankinarchive Fashion Director and Executive Producer @kegrand Make up @hungvanngo Hair @jamesbrownagency Casting @bittton and @itboygregk More via @thelovemagazine. #MiuMiu #MiuMiuEyewear #MiuMiuFW17

A post shared by Miu Miu (@miumiu) on Dec 28, 2017 at 4:00am PST

In one instance, Miss Piggy tells Adesuwa Aighewi, that she is standing in her light, forcing Ms. Aighewi out of the frame. Ms. Aighewi wears Prada-owned Miu Miu eyewear and apparel in the video.

Throughout the scenes, models and makeup artists tell the camera crew of Miss Piggy's inspirational nature and her cultural pull.

For Miu Miu, the association with *Love* magazine and Rankin's lighthearted Miss Piggy effort may cause consumers to seek out the eyewear worn by the famed Muppet.