

RETAIL

MyTheresa drives Miu Miu purchases via influencer effort

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MyTheresa's campaign for Miu Miu. Image credit: MyTheresa

By STAFF REPORTS

Prada's Miu Miu is racing into MyTheresa via an influencer campaign for its cruise 2018 collection.

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Featuring street style stars Vanessa Hong, Tamu McPherson and Diletta Bonaiuti, MyTheresa's effort translates the season's race track theme into a video game-inspired shoot. Aside from having an engagement benefit for brands, recent research found influencer marketing could also lead to sales ([see story](#)).

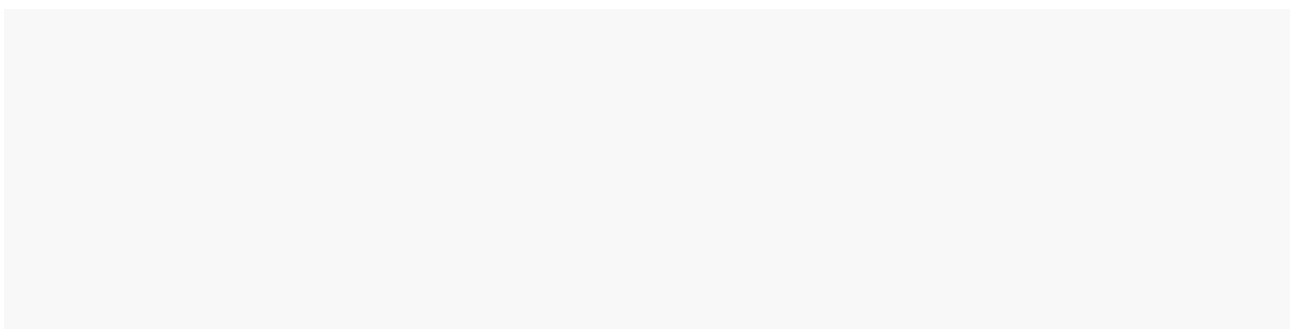
Influencing ecommerce

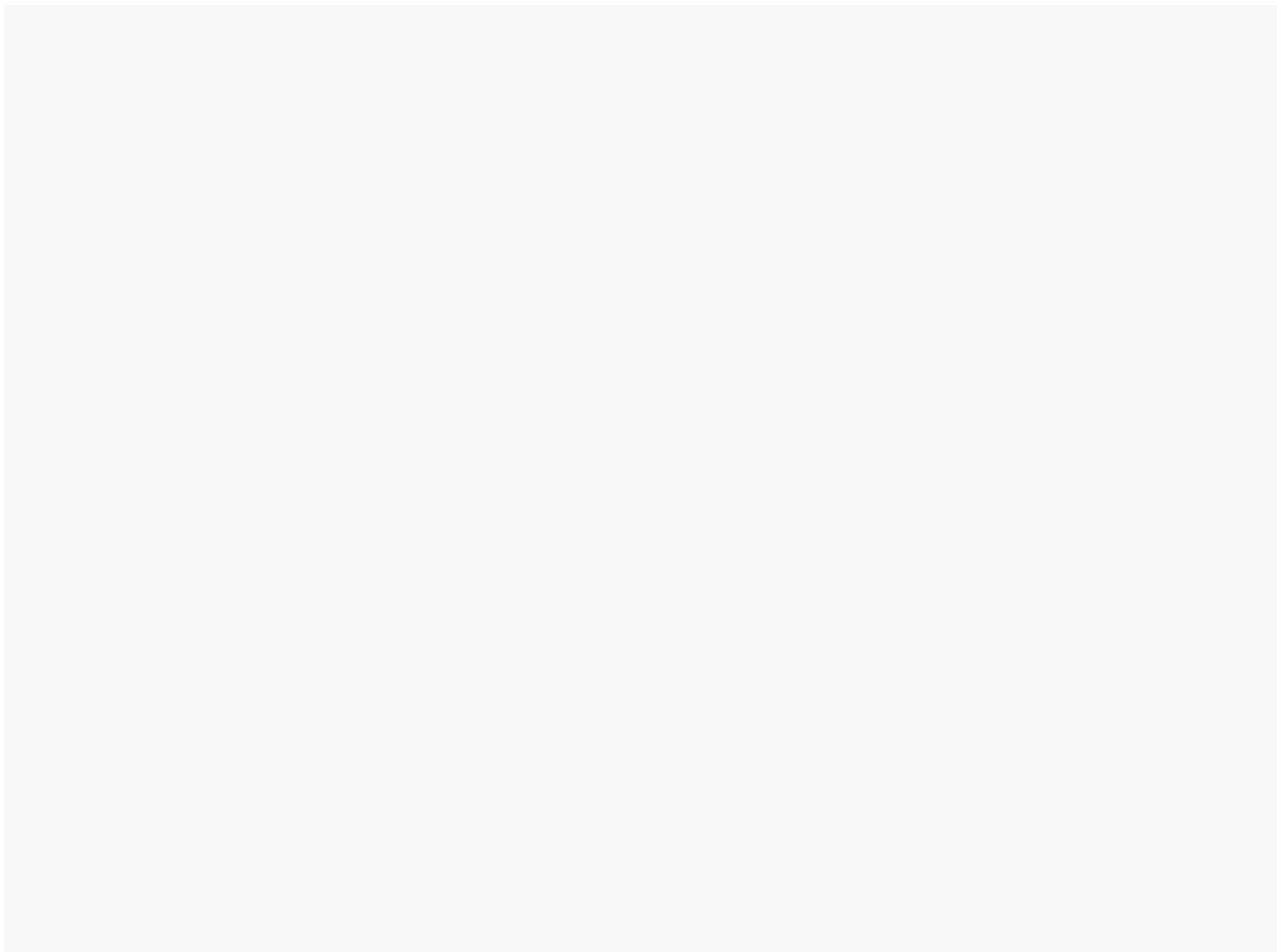
MyTheresa, part of Neiman Marcus Group, frequently partners with brands on exclusive campaigns.

For Miu Miu, the retailer has looked to the race track story behind the brand's designs for an influencer photo shoot.

Shared on Instagram from Jan. 16, the images find the trio of women taking on the alter egos of video game characters.

Ms. Bonaiuti becomes Driverhard Diletta as she poses behind the wheel or atop a stool in a retro diner. Ms. Hong plays the part of Va-va-voom Vanessa, while Ms. Bonaiuti embraces the role of Turbo Tamu.





GAME ON: Ready for your photo finish? Take a style cue from Tamu McPherson and gear up in #MiuMiu's Cruise '18 collection. Discover more through our Instagram Stories and the link in bio. #MiuMiuXmytheresa #mytheresa #buytheresa

A post shared by mytheresa.com (@mytheresa.com) on Jan 17, 2018 at 8:14am PST

Captioning these shots is playful language such as "Go full throttle into the new season."

MyTheresa is using Instagram to drive ecommerce traffic, leveraging a shoppable link in its bio to direct customers to its site.

This MyTheresa campaign plays off Miu Miu's advertising campaign for the season. The brand took a fresh look at a typically masculine motif for its women's cruise 2018 collection campaign.

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 ([see story](#)).

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