

APPAREL AND ACCESSORIES

Miu Miu's film setting doubles as story's protagonist

February 21, 2018



Miu Miu's latest Women's Tales, named "Hello, Apartment." Image credit: Miu Miu.

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Prada's Miu Miu is taking an artful approach to the common saying "if these walls could talk" in its latest Women's Tales film created by a popular actress.

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"Hello Apartment" is Miu Miu's latest film as part of its Women's Tales and plays on the emotions of what it is like to strike out on one's own as a young girl. The film, directed by Dakota Fanning, follows the ups and downs of a woman moving into her first apartment and all that goes on within.

"Number fifteen in Miu Miu's women's tales is unique, running longer than the typical campaign video at just over ten minutes, the brand is capturing an audience in the millions that are viewing these campaigns, while still maintaining the audience attention," said Marci Troutman, CEO of SiteMinis. "Miu Miu has done an amazing job reaching all demographics with the video and their fashion line.

"This is a great campaign with an edge that allows the brand to continue the storylines for quite some time."

Hello, apartment

The film begins with a young girl with pink hair unlocking the door to an empty apartment.

She sets a single box on the ground and sits down to admire her new space. Later, she attempts to hammer a nail into the wall and accidentally smashes a hole, but she is able to cover it with a mirror.

During a party at another time in the apartment, someone spills a drink on the floor, which she promptly attempts to clean up.

Throughout the night she meets a man and they talk and laugh, and he hands her a mint as a playful gift. Eventually, as the party winds down, they kiss.

The film cuts to another time, showing the two are now dating and throwing a dinner party at the apartment. The man becomes agitated throughout dinner, and after the guests leave an argument breaks out.

A sound of glass breaking and red liquid dripping down the wall indicates he threw a glass.

In another scene, there is a knock at the door. She slowly opens it and the two embrace and kiss.

"I can't keep doing this," she says in the morning, as she sits on the couch with the phone in her hand.

Later on viewers see her place the mint, along with other items, in a bag and take it to the door.

She also removes the mirror from the wall and paints a picture to hang there instead. In the painting process she knocks over a can of paint.



The woman decides to take the mirror of the wall. Image credit: Miu Miu.

The music lyrics "We had a good time" are heard repeating and another party begins as friends cheer with their glasses and dance into the night.

Miu Miu's film then cuts to a middle-aged woman entering the apartment. It is now empty and she begins to look around.

She can see there is a patch where the hole used to be on the wall, a stain on the ground from the spills as well as the stain on the wall. The woman rips off the patch of the hole, and viewers can see a subtle strip of pink in her hair.

The woman sits on the floor, in the same spot she did when she first moved in and says, "Hello, apartment."

Miu Miu's Women's Tales

Women's tales

Miu Miu recently expanded the multichannel reach of its creative film series with its previous installment of Women's Tales in a campaign that spans digital and physical realms.

"(The [End] of History Illusion)" was the fourteenth film in Miu Miu's series that puts a spotlight on various notable women, and with it came a dedicated Instagram.

Miu Miu also premiered "(The [End] of History Illusion)" at a film festival to extend the influence of the campaign ([see more](#)).

Before that, the brand 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 focuses on comedy.

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

"The theme of this video reaches such a broad audience, showing their fashion line is timeless across demographics, and is a brilliantly executed campaign," Ms. Troutman said. "Statistics show that centennials respond to video campaigns first before any other type of campaign, which introduces Miu Miu to this up and coming age group."