

APPAREL AND ACCESSORIES

Miu Miu embodies essence of French summers in film, collection

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Miu Miu dreams of summer in France with collection; Image credit: Miu Miu.

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Prada's Miu Miu is bringing summer dreams into reality with a playful campaign that targets consumers when they are looking forward to the warmer months most of all.

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"Summer Dreaming" is Miu Miu's latest cutesy spot in which young women dream of summer in the French Riviera while donned in the brand's spring/summer collection. The bright hues across the collection cater to the yearning for summer inside many consumers.

Dreaming of summer

In Miu Miu's film, a rainy day in the French Riviera is depicted through views of lush vegetation, a building's exterior and a lonely swimming pool.



Miu Miu's Summer Dreaming campaign; Image credit: Miu Miu.

Lights flicker on in a home in which three women dressed in bright yellow ascend the stairs.

In her own room, one woman stares out of her rain-soaked window and draws a sun on the pane through the

condensation.

The three women then look out windows of the top floor, down onto a landscape flooded with rain puddles. They read books and flop down on their beds.

When one of the girls joins another in one room, a conversation begins through walkie talkies, between another in a separate room. While spoken words cannot be heard, the three are believed to have spoken about joining, as they leave their respective rooms to meet up with one another.

Dressed in light blue striped dresses, the girls have a photo shoot in a room where a vibrant light acts as sunlight shining upon them.

While all dressed up, they play scrabble and other games inside, no longer letting the rain affect their moods and enjoying a lovely time in the French Riviera.

Miu Miu's Summer Dreaming film.

Miu Miu believes this line effectively embodies the mood of the French summer.

The girls in the film model a variety of Miu Miu's looks from the collection, which is made of poplin, jersey and chambray, with ruffled details and distinctive pink and light blue stripes, says the brand.

Miu Miu marketing

The Prada-owned brand often creates whimsical and playful campaigns like this past one.

For instance, Miu Miu recently encouraged consumers to escape from their daily routines through a lighthearted campaign for its latest scent.

The launch of Miu Miu L'Eau Rose Eau de Toilette sees actress Stacy Martin reprising her role as Miu Miu's fragrance spokesmodel, as the effort follows her journey to break from the expected. While promoting the fragrance, the marketing effort leaned more heavily on storytelling and mood setting than product placement, looking to sell a feeling of freedom ([see more](#)).

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

"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 ([see more](#)).

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