

APPAREL AND ACCESSORIES

## Miu Miu gathers "girl gang" for conversational campaign

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*Miu Miu's fall/winter 2018 campaign. Image credit: Miu Miu*

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By SARAH JONES

Prada's Miu Miu is taking an artful approach to its fall/winter 2018 advertising in a film that turns the campaign faces into Warhol-style muses.

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Miu Miu's "Other Conversations" takes a low-key direction, showcasing the group of spokesmodels in a shoot that resembles a screen test. With this concept, Miu Miu is giving its marketing an edgier aesthetic, as models appear powerful and ready to party.

**Miu Miu** was reached for comment.

Phone calls

Miu Miu says its film began as a test shoot in a basement in London, and grew into a full-fledged campaign from there.

Among the cast are actresses Elle Fanning, Gwendoline Christie, Rowan Blanchard and Raffey Cassidy. Also appearing are sisters Adwoa and Keswea Aboah, Georgia May Jagger, Ariel Nicholson, Zoe Thaets and Harriet Verney.

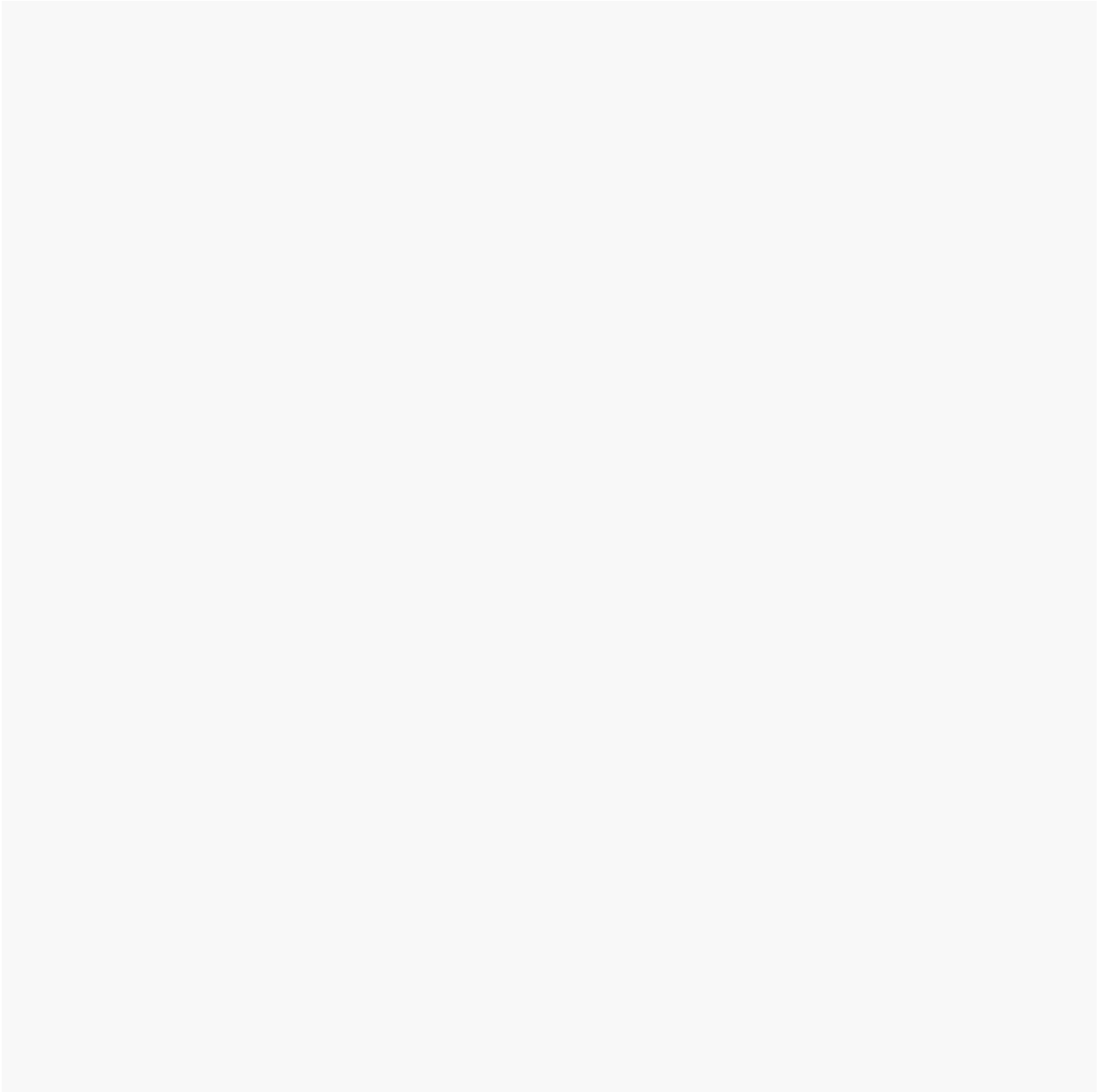
Directed by Call This Number's Steve Mackey and Douglas Hart, the film is set to the sounds of a rock soundtrack and a phone call with a woman discussing her first impressions of various women based on their hairstyles. The mellow observer talks about a number of women who walked into a room, including one with frosted tips and another sporting a beehive.

In reply, the person on the other end of the line gives short responses such as "groovy" or "amazing."

*Miu Miu's fall/winter 2018 campaign film*

On social media, members of the cast are being featured in individual clips. Over this footage, the faces themselves are heard in voiceover as if they are on a phone call.

For instance, Ms. Fanning talks about her experience getting ready and going out with "that girl that I know." Ms. Christie, meanwhile, talks of her love of dancing in a basement and being the center of attention.



@gwendolineuniverse dances like no one's watching in the new Miu Miu video campaign "Other Conversations", expressing the primary clues these girls reveal: this gang is on fire. Video by @callthis\_number Directors: @steve\_\_mackey & @dh1965x Creative Director & Stylist: @kegrand Discover more via link in bio.

A post shared by Miu Miu (@miumiu) on Aug 27, 2018 at 12:38pm PDT

### *Instagram post from Miu Miu*

Other Conversations is a second layer to Miu Miu's fall campaign. The brand previously unveiled a series of portraits of the same women shot by Alasdair McLellan.

Titled "The Conversation," the stills find the cast in suburban homes with lush decor, as they lounge on velvety chairs or carpeted floors. The retro-tinged shots find the women wearing styles such as bouffant hairstyles and cat-eye makeup.

"These women are ready for action," said Miu Miu in a statement. "Their power is tangible, their dress immaculate. They are the leaders of the pack."

#### New direction

This campaign is a departure from Miu Miu's typically girly marketing, without losing the brand's femininity.

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 saw 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 leans more heavily on storytelling and mood setting than product placement, looking to sell a feeling of freedom ([see story](#)).

Miu Miu also brought summer dreams into reality with a playful campaign that targeted consumers when they are looking forward to the warmer months most of all.

"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 catered to the yearning for summer inside many consumers ([see story](#)).

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