

RETAIL

## MyTheresa brings funky female empowerment in Miu Miu film

October 1, 2018



*Image credit: MyTheresa*

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By SARAH RAMIREZ

Prada's Miu Miu is bringing its fall/winter 2018 collection to fashion retailer MyTheresa with a cheeky, carnival-themed campaign.

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Reinforcing themes of female friendship and empowerment, the short film follows two women spending a fun evening at a fair to blow off some steam. A surprise ending, however, reveals that there is more depth to these friends beyond their shenanigans.

Rebels with a cause

Owned by Neiman Marcus, MyTheresa often develops special campaigns when adding new collections to its ecommerce platform.

The vignette "Rebel, Rebel" opens with two women arriving at the fairgrounds at dusk. Both are dressed in powerful jackets complimented by bold colors and punk, '80s-inspired hair and makeup.

*Miu Miu x MyTheresa's Rebel Rebel campaign is about more than a fun girls' night out*

The dialogue begins in the middle of a conversation, the brunette tells her friend that she is tired of being controlled by men and recounted walking away from a situation.

Her friend is supportive and after some prodding, agrees to "let loose" for the evening.



*Image credit: MyTheresa*

As the night winds down, the image freezes and the title text flashes "game over."

Now, the blonde protagonist is sitting in a boardroom surrounded by men who are calling her name and asking her thoughts. When she snaps out of her daydream, Angela answers them.

"What do I think?" she asks, before listing complaints about women's lack of equal pay and constant interruptions in the workplace, among other gender issues.

The head of the table interrupts her again, to clarify that they were asking her thoughts about gum in vending machines.

She sheepishly admits she likes that idea, and the vignette ends.

Ecommerce edge

This MyTheresa campaign plays off Miu Miu's own advertising campaign for the fall/winter season, which also emphasized fierce femininity.

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 ([see story](#)).

Previously, Miu Miu raced into MyTheresa via an influencer campaign for its cruise 2018 collection.

Featuring street style stars Vanessa Hong, Tamu McPherson and Diletta Bonaiuti, MyTheresa's effort translated that season's race track theme into a video game-inspired shoot ([see story](#)).

Prada Group first teamed with MyTheresa.com on an exclusive capsule collection in 2017 in an embrace of ecommerce ([see story](#)).

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