

APPAREL AND ACCESSORIES

Miu Miu plays with different personalities in artful effort

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Alison Sudol is the newest Girl in Miu Miu. Image credit: Miu Miu

By SARAH RAMIREZ

Prada's Miu Miu is exploring a landscape of identities and emotions in the latest film in its "Girl in Miu Miu" series.

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Starring actress and songwriter Alison Sudol, the short film centers on a letter she receives and the different reactions it inspires. Both relatable and multilayered, the campaign is another female-centric effort that resonates with its younger audience.

"What makes this video unique is the focus on an individual, that is, not only presenting the Miu Miu brand while walking around her home town of London, wearing the product, but has a fascinating story of how she discovers new talent and products and presents them for market," said Marci Troutman, CEO of [SiteMinis](#). "This type of marketing in the digital age where everyone has copious amounts of knowledge at their fingertips, brings to the forefront a person you want to know more about."

The letter

Miu Miu's new narrative is set into motion when Ms. Sudol arrives at her apartment and opens a letter left at her kitchen table. It is a series of events that is depicted repeatedly throughout the film.

Ms. Sudol's own song, "The Quickening," serves as the film's soundtrack. The vignette was directed by M Blash and styled by Heidi Bivens using various pieces from Miu Miu's Croisiere 2019 collection.

Miu Miu uses Alison Sudol's new song as inspiration for a new short film

As Ms. Sudol sits down to read the label, a range of emotions wash across her face, from hesitation to joy.

One of the first hints of the theme of duplicity is in the next scene, when Ms. Sudol's legs are seen stretching out from an elegant bathtub but she also appears to be standing underneath the shower head.

The theme is also captured in the song lyrics: "Suddenly, well there's this friend of mine/Suddenly, this good old friend is on my mind."

Once again, Ms. Sudol enters her apartment, though some pieces of furniture have changed appearance. Instead of

wearing the embroidered leather jacket from the film's opening, she wears a blush pink leopard print cardigan and pink aviator sunglasses.

As Ms. Sudol lounges on her bed, she hears the door unlock. A new version of herself, this time wearing a metallic floor length coat, slowly enters the apartment, looking forlorn before bursting into laughter.

This newest protagonist comes across the letter on the table and begins to read. She laughs before carefully ripping the paper in two.

Another Ms. Sudol then enters the apartment, leaving her glamorous counterpart to turn away. As she drinks a cup of tea, her reflection seen in a mirror, yet another version of herself is quickly writing her own letter.



Miu Miu plays with themes of identity and reflection. Image credit: Miu Miu

A brief glance reveals this letter's contents: "You, I have to admit, I was surprised to hear from you. But yes. Yes. Yes. I've missed you."

This final Ms. Sudol answers the door and hands this letter to an unseen courier. When she closes the door, a shy and relieved smiles brightens up her face.

Miu Miu girls

Miu Miu's marketing often focuses on women-driven storylines with a thoughtful, artistic twist.

"Hello Apartment" is one of Miu Miu's latest films 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.

The vignette is an artful approach to the common saying "if these walls could talk" ([see story](#)).

The label's fall/winter 2018 advertising included a film that turns the campaign faces into Warhol-style muses.

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](#)).

"This video reflects the Miu Miu brand by subtly presenting their product without too much focus on the product itself," Ms. Troutman said. "It's brilliant, the message is so engaging that the viewers aren't inundated with a sales pitch but subconsciously are drawn to the products presented."