

FRAGRANCE AND PERSONAL CARE

## Miu Miu leans into wordplay for “Miu-vie”-themed ad

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*Miu Miu's Twist campaign stars Elle Fanning. Image courtesy of Miu Miu*

By STAFF REPORTS

Prada's Miu Miu is taking a dramatic turn for the launch of its latest fragrance by following one of its muses through the filmmaking process.

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To promote its Twist scent, Miu Miu tapped actress and brand muse Elle Fanning for a role that imitates real life, as the commercial tracks her moves from set to set. Ms. Fanning has been a frequent face for Miu Miu, and recently walked on the runway in the brand's fall/winter 2018 show.

Do the Twist

Miu Miu Twist is a new release for the brand, and is being launched at Sephora. The Coty-produced fragrance has notes of vert de bergamot, apple blossom, cedar wood and a Pink Amber accord.

Created by perfumer Daniela Andrier, Pink Amber is meant to portray the woody scent of burnt sugar cane.

Promoting this fragrance, Miu Miu has filmed a campaign with Ms. Fanning. The actress appears in various scenes from imagined films, but talks to the viewer as herself.

At the opening of the spot, Ms. Fanning jumps from a larger-than-life Twisted bottle to the Moon's surface. After landing, she tells the camera, "I'm standing on the Miu-n. It's out of this world."

She later appears in a "Miu-vie trick," as she seems to be floating upside down. The camera angle shifts to reveal that she is sitting and the effect is being created through wind machines.

Ms. Fanning is also seen shooting a dance number, rounding out her roles.

Embedded Video: <https://www.youtube.com/embed/TJt6JX6vBbU>

*Miu Miu Twist campaign*

Ms. Fanning has worked with Miu Miu in the past. Miu Miu took an artful approach to its fall/winter 2018 advertising in a film that turns the campaign faces, including Ms. Fanning, into Warhol-style muses.

Miu Miu's "Other Conversations" took a low-key direction, showcasing the group of spokesmodels in a shoot that resembled a screen test. With this concept, Miu Miu gave its marketing an edgier aesthetic, as models appeared powerful and ready to party ([see story](#)).

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