

APPAREL AND ACCESSORIES

Symbolism takes center stage in Miu Miu's spring campaign

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Miu Miu's Somewhere, Nowhere spring campaign

By BRIELLE JAEKEL

Prada's Miu Miu is continuing its emphasis on female empowerment with a new film that takes symbolism to a new level, turning an inherently masculine setting into a female-driven motif.

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Miu Miu is cutting out the past, and male dominance along with it, as its female leads cut their hair to establish a new sense of self. The film turns a barbershop, an environment historically known for being a male hub, into a place of female reinvention.

Cutting through to the other side

The new short film features a number of well-known talents, with actress and musician Juliette Lewis in the lead role.

While "Somewhere, Nowhere" is not a part of Miu Miu's ongoing Women's Tales series of commissioned female-directed films, the campaign video still evokes the theme of women's empowerment.

A postmodern girl-gang. A force to be reckoned with.

"Somewhere, Nowhere", the [#MiuMiuSS19](#) video campaign by [@CallThis_number](#)

Creative Director & Stylist: [@kegrand](#)

Music by [#Elastica](#)

Full video at <https://t.co/L6FFWuBfjw> pic.twitter.com/6OHNAHVgJ4

Miu Miu (@MIUMIUofficial) [February 20, 2019](#)

The spring/summer 2019 campaign's cinematography is very dark but with saturated neon tones. It begins with three

women assembling in an alley and walking together to a female-focused barbershop.

After entering the shop, two of the women sit down in line.

Ms. Lewis takes her spot inspecting the hair of women who are sitting in the barber's chairs, while the rest of the patrons look on in gleeful anticipation. She touches a blonde woman's short hair, deciding what to do, and makes a motion with her hand that represents taking it all off.

Another woman takes a buzzer to the blonde's hair and begins shaving her head as the group of women become excited, with many looking on almost in disbelief.

When finished, the subject happily rubs her shaved head with her hands, as Ms. Lewis says, "You're one of us now," the only words spoken during the film.

The next girl gets her bangs cut short. As the group continues to watch on, many of them making cutting symbols with their hands. Two of the onlookers play the game Rock, Paper, Scissors, but both end with their hands in the shape of scissors.

Miu Miu's full spring/summer film

Actresses, dancers and models Zazie Beetz, Maya Hawke, Du Juan, Sasha Kynsh, Lola Leon, Anna Rubin, Hannah Shakespeare and Kay Smesters make up the cast of the film.

The Prada-owned label emphasized that the symbolism in the film is not only in the barbershop, but also with the shorter hair. The legendary Sampson lost his power with a cut of his hair, while woman gained strength during the flapper era, when short hair started to trend.

Miu Miu women

In a previous effort, Miu Miu also put the focus on women, examining war through a feminine lens in an edition of its Women's Tales series.

"Shako Mako," directed by Hailey Gates, tells the story of Laila, an aspiring actress who feels stuck as she plays a civilian role in a staged training program for U.S. troops. Through the story, the film explores themes as wide-ranging as Islamophobia and the theatrics of war, as well as the roles women play in both entertainment and real life ([see story](#)).

Miu Miu also explored a landscape of identities and emotions in another film in its "Girl in Miu Miu" series.

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 the brand's younger audience ([see story](#)).