

APPAREL AND ACCESSORIES

Miu Miu focuses on female gaze in eyewear film

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Miu Miu's Head in the Clouds focuses on female friendship. Image credit: Miu Miu

By SARAH JONES

Prada's Miu Miu is telling a story of a fast female friendship in a short that plays on perspective through the use of literal lenses.

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"Head in the Clouds" tells the story of two women whose lives intersect via a pair of the brand's Cloud sunglasses. This latest film fits with Miu Miu's ongoing storytelling about women who are inquisitive and a bit daring.

"The Head in the Clouds film treats the Miu Miu Cloud eyewear as a lead character in a movie, integral to the movie's heroines and plot," said **Jim Gentleman**, independent marketing consultant for lifestyle brands. "It's an example of the increasing use of branded content as an alternative to traditional advertising aimed at engaging, entertaining and informing consumers."

Miu Miu was reached for comment.

Character study

For Head in the Clouds, Miu Miu worked with filmmaker Agostina Glvez. The writer-director was inspired by vintage movie posters for the short.

Set in the countryside of Paris, Miu Miu's film opens on Laura as she is reading poolside. She looks over and sees Constance arguing with her boyfriend.

As Constance turns to walk away from her beau, she drops her Miu Miu Cloud sunglasses on the ground.

Laura walks over to the spot on the grass and picks up the glass case, opening it to reveal the rose hued frames and a slip of paper with an address. As she does so, the words "finders keepers" appear on screen, pointing to her desire to hang onto the sunglasses.

The woman tests out her new-found frames, putting them on and looking at herself in the mirror. Her inner thoughts appear, letting viewers in that she wishes she looked like Constance.

At one point in the film, the protagonist is mistaken for Constance as a man taps her on the shoulder.

Laura continues to wonder who Constance is, as the sunglasses make her want to learn more about the enigmatic woman. She slips a note to her, and she later receives a phone call from Constance, marking the first interaction between the two.

The two women meet up in Constance's car, and greet each other amicably with a double kiss on the cheeks.

As Laura turns to hand the glasses back, Constance tells her to keep them.

[View this post on Instagram](#)

Ready to have your #HeadInTheClouds? #MiuMiuEyewear introduces the Cloud collection. Discover the film written and directed by @AgostinaGalvez and starring @Marilyn.Lima & @LaCaluRivero tomorrow!

A post shared by Miu Miu (@miumiu) on Jun 9, 2019 at 8:31am PDT

Instagram post from Miu Miu

For the film's launch, Miu Miu focused on its Web site and Instagram account, including IGTV. Leaning into the vertical format of the video application, the film was created in both portrait and landscape perspectives.

"While YouTube has a larger audience base than IGTV, the choice of this Instagram spin-off makes sense from a fashion standpoint as a more targeted, influencer-based platform to launch Head in the Clouds," Mr. Gentleman said.

Female friendships

Miu Miu's women are frequently seen forging friendships that focus on building each other up.

The brand continued its emphasis on female empowerment with a recent film that takes symbolism to a new level,

turning an inherently masculine setting into a female-driven motif.

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 ([see story](#)).

The label also brought its fall/winter 2018 collection to fashion retailer MyTheresa with a cheeky, carnival-themed campaign.

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 ([see story](#)).

"This film portrays a sense of style, beauty, possibility and timelessness true to the Miu Miu brand and its fans," Mr. Gentleman said.

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