

APPAREL AND ACCESSORIES

Miu Miu's handbags turn confidants in humorous films

September 24, 2019



Miu Miu's series stars its Miu Confidential handbag. Image credit: Miu Miu

By STAFF REPORTS

Prada's Miu Miu is exploring the intimate relationship between a woman and her handbag in a surreal series.

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Starring the Miu Confidential bag, the shorts see women betrayed by their handbags, as the bags reveal secrets about their owners. This personified approach to product marketing places more emphasis on story than an overt sell.

Spilling the tea

The Miu Confidential is modeled after a *coffret*, a chest that women used to use to keep their valuables and precious items.

Directed by Simon Cahn, "Miu Miu Confidential: Bags Don't Lie" takes this idea of the handbag as a confidant and shows the bags making confessions for their owners.

Episode one takes place at a nail salon. The technician is getting ready at a table, and a client clutching a Miu Confidential bag rushes in, apologizing for being late.

The woman says that she broke up with her boyfriend, and that it is over. Her phone rings, and she picks up, telling the person on the other end that she will call them back.

After the client professes multiple times that the relationship is done and she will never see her ex again, her handbag cannot lie. The accessory whispers to the viewer, "They're having dinner tonight."

Miu Miu Confidential: Bags Don't Lie - The Nail Bar

The second episode finds a group of young women at a book club. The same protagonist walks into the party with her handbag in tow, and takes the book out of the bag.

As the women go around extolling the life-changing nature of the book, the lead chooses to point out a passage and read a quote. Her handbag lets the audience in on the fact that she has not read the book.

While a showcase for the bag's design, the series chooses to lead with narrative and humor. Other Miu Miu shorts

have similarly built stories around the brand's products.

Miu Miu told a story of a fast female friendship in a short that plays on perspective through the use of literal lenses.

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

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