

INTERNET

Miu Miu exudes young sophistication in latest collection video, animated Web book

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By KAYLA HUTZLER



Prada's sister line, Miu Miu, released a video and animated Web

book last week featuring young actress Hailee Steinfeld in a move to relate to its target consumers.

The younger-gear brand tapped fashion photographer Bruce Weber to develop the Fall 2011 collection video. Miu Miu also created an animated Web book that highlights still images from the video set to the same soundtrack.

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"If you put a piece of video content in front of the right audience, if it is relevant to that audience it should be engaging," said Art Zeidman, U.S. president of [Unruly Media](#), New

York.

“That said, although I found the music to be fantastic and the images themselves to be very beautiful – I almost felt that still images would have done a better job because I’m not really sure why that was a video,” he said.

Mr. Zeidman is not affiliated with Miu Miu but agreed to comment as a third party expert.

Miu Miu was not able to be reached for comment.

Musing

The Miu Miu video features Ms. Steinfeld in apparel and accessories from the Fall Winter 2011 collection such as the sparkly pumps and sneakers that have been adored by fashion editors since the brand's runway show.

The video begins with a reference to Jean Cocteau, saying, “Once, Jean Cocteau was asked if his house was on fire, 'What’s the one possession he would run out with?' And he answered, ‘The fire.’”

The screen then shifts to a red-lipped Ms. Steinfeld standing behind a gauzy curtain, which she then opens and walks out from behind.

The video switches from one setting to another while Ms. Steinfeld changes outfits and accessories from scene to scene.

However, despite the various outfits and settings, there is actually very little movement or action in the video.

Ms. Steinfeld is constantly staring at nothing and looks as if she is pondering a major decision.

The entire video is set to a classical soundtrack.

In addition to the video, Miu Miu created an animated Web book that can be digitally browsed.

Each spread contains one still photo and then a corresponding part of the collection video.



Off the mark

Miu Miu likely created the video in the hopes of relating to its younger yet sophisticated target market.

While Ms. Steinfeld is in the right age range, her tranquil attitude and preoccupied look may confuse younger consumers.

In addition, the Jean Cocteau quote may be a bit too sophisticated for younger consumers to make the connection between it and the video.

Indeed, the classical music is not likely a favorite of Miu Miu's young, trendy consumers.

The brand has also failed to provide any sharing tools for the video or Web book.

While this may not hurt the video content, younger consumers are generally the largest population found on social media and would likely have shared the video at high rates and increased its reach.

Miu Miu did send an email blast to its fans on Friday, Sept. 30 that encouraged them to watch the video and flip through the Web book.

However, other brands have successfully posted videos on their Facebook and YouTube accounts so that consumers can share the branded content with their networks.

For example, Italian fashion house Bottega Veneta created an interactive, video-enabled online catalog to showcase its current Fall/Winter collection that allowed users to share runway looks with their social networks ([see story](#)).

The lack of sharing options may have been intentional on Miu Miu's part to give the brand greater control over the content.

"No, it won't harm the content, but it limits their ability to earn media, so it's certainly a best practice to make video sharable," Mr. Zeidman said. "But I think that this was for a highly specialized audience and there was precious content.

"The sharing functionality can be a double-edged sword for brands because when you enable sharing you enable conversation that may or may not support your brand's message," he said.

Final Take

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