

APPAREL AND ACCESSORIES

## Miu Miu enlists mysterious pet medium for humorous campaign

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Emma Corrin and Panda visit a pet psychic in a new Miu Miu campaign. Image credit: Miu Miu

By KATIE TAMOLA

Prada's Miu Miu is relying heavily on man's best friend in an entertaining new short entitled "The Pet Psychic," playing up the label's playful nature.

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The vignette spotlights actor and brand ambassador Emma Corrin, who, alongside her pet dog Panda, is reeling from a bad breakup. Ms. Corrin brings Panda to a pet psychic in an emotive campaign spotlighting **Miu Miu's** products and self-affirming ethos.

"I am always a fan of watching product that doesn't feel like a look book come to life," said Kimmie Smith, cofounder and creative director of **Athleisure Mag**, New York.

"Being able to watch Emma, walking down the street and seeing [their] attire in its natural element, meeting the dog psychic who is also adorned in powerful pieces from the collection, shows how different personalities can make Miu Miu their own."

### Know your power

The short film opens with Ms. Corrin walking solemnly, looking lost in thought until their barking dog breaks them out of their reflective spell. The actor apologizes to the passerby that Panda has barked at, as the pair continue walking towards their destination.

The campaign showcases looks from Miu Miu's fall/winter 2021 collection, including a studded grey and black dress fashioned by the pet psychic and Ms. Corrin in a gold silk-satin slip dress.

### *Ms. Corrin seeks the help of a pet psychic in reaching her rebellious pup*

Ms. Corrin holds Panda as they arrive at the home of the pet psychic, played by fashion stylist and designer Zoe Bedeaux. Panda immediately stops barking and maintains a sense of calm as the psychic holds an authoritative finger to her own mouth, eliciting obedience.

The actor is immediately impressed by the psychic's ability to reach Panda, explaining how the dog has not been

herself since Ms. Corrin broke up with their partner. Ms. Bedeaux closes her eyes, puts a finger in one of her ears and sits close to the dog in an apparent attempt to connect with the canine.

The psychic then asks if the dog has been attacking her feet and shoes. Ms. Corrin pauses for a moment and has a flashback of Panda's teeth gnawing on a pair of strapped, studded Miu Miu heels.

Watch your step.

"The Pet Psychic", the new short movie starring Emma Corrin and Zoe Bedeaux and featuring [#MiuMiuFW21](#) collection.

Film by Lisa Rovner

Starring Emma Corrin and Zoe Bedeaux

Creative direction by [@mmparisdotcom](#)

Styling by Lotta Volkova [#MiucciaPrada pic.twitter.com/hm8fS49AJI](#)

Miu Miu (@MIUMIUofficial) [October 16, 2021](#)

"She attacks your feet because she doesn't feel you stand on solid ground," the psychic says.

The psychic then informs Ms. Corrin that their partner was cheating on them, and that Panda is not upset with the actor, but instead wants more for and from them. The psychic then says Ms. Corrin is losing their connection to the dog, and urges the actor to communicate to their pet that she will overcome this tumultuous breakup that has held them back.

While sitting in front of the dog, Ms. Corrin promises to stop eating ice cream all day and listening to sad songs, and also promises Panda that their ex has been deleted from their lives.

"Whatever you need," Ms. Corrin promises their dog, which then jumps in their arms.

Ms. Bedeaux then smiles to the camera as the text overlay "Know your power" is displayed across the screen. She then winks, and the screen fades to black.

Miu Miu celebrates you

This is the latest campaign from Miu Miu that connects to the brand's ethos of self-expression and celebration. The label continues to invite consumers to celebrate themselves and their journeys while fashioning their products.

Women have been a source of inspiration for Miu Miu for many years, and the brand continues to explore the idea of femininity through inspiring campaigns. To promote a collection in July, the Italian brand released a series of short films where Ms. Corrin read aloud anecdotes, recollections and remembrances that recount intimate memories, both true and fictional ([see story](#)).

Miu Miu recently examined power dynamics in a commission for "Women's Tales," the label's ongoing film series ruminating on modern femininity.

Directed by Tunisian director Kaouther Ben Hania, "I and The Stupid Boy" is a cautionary but empowering film that follows a vibrant and assertive young woman. While the series primarily serves to elevate female directors and explore different themes around women's experiences, the wardrobe from Miu Miu is an integral part of the lead character's story arc and how she presents herself to others ([see story](#)).

"I think that brands need to think out of the box it's not about just selling a line, it's about meeting people where they are and being inclusive," Ms. Smith said.

"Miu Miu speaks to bringing awareness to mental health, having proper reality checks, being inclusive of relationships, showcasing diversity [and more]," she said. "It also speaks to the empowering nature of reclamation of your personhood so you can be the best that you need to be for yourself and those around you."

