

APPAREL AND ACCESSORIES

Miu Miu dazzles in an ode to nightlife

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Miu Sassy matelass nappa leather handbag. Image credit: Miu Miu

By NORA HOWE

Prada's Miu Miu is taking inspiration from the celebratory nature of the night in a new campaign highlighting shimmering pieces from the Nuit collection.

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Shot by Mert Alas and Marcus Piggott and styled by Lotta Volkova, the campaign stars Ciara Bravo, Kiki Layne and Ever Anderson. Sequin, crystal, satin and velvet take form in various silhouettes in an evening-inspired film in which the three actresses exemplify and define what it means to celebrate and be celebrated.

"Fashion is having a moment of individuality and, as much as the pendulum swings between eras, the belief in being represented is something that has been consistent for the last decade," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"People are not afraid to truly play in their closets, as well as add to them in ways that make sense to how they live and the circles that they run in," she said. "In some ways, the merging of styles that is taking place is based on this need to embrace casual with a bit of an eccentric flair."

Miu Miu after dark

The campaign explores the glamour and thrill of evening celebrations, as the industry enters its second pandemic holiday season.

Whether on their way out of the party or preparing to start their night, the stars of the campaign shine in bright and reflective pieces from the Nuit collection, designed by Miuccia Prada. The main characters are seen in various areas that exude nightlife, from bars to exclusive nightclubs.

Hollywood stars dance around in glittery apparel, celebrating life

The stars of the campaign represent a new generation of female talent, a familiar theme for Miu Miu.

Ms. Bravo began her career as a television actress and has since transitioned onto the silver screen, making a name for herself through her roles in *Cherry* and *Small Engine Repair*.

Since her role as the female lead in Golden Globe-nominated *If Beale Street Could Talk*, Ms. Layne has risen to the

forefront of the film and television industry. In 2019, she starred in the HBO film *Native Son*, and most recently, starred in Netflix's *The Old Guard* with Charlize Theron.

Ms. Anderson garnered acclaim in the film industry through her role as young Natasha Romanov in Marvel's *Black Widow*. Her latest role is as the female lead in Disney's *Peter Pan and Wendy*, which will be released in 2022.

"The campaign fits with the objectives of the brand and will encourage its current consumers as well as others that are enthusiasts to opt to include these items for their red carpet moments," Ms. Smith said.



Kiki Layne for Miu Miu's "Nuit" collection campaign. Image credit: Miu Miu

Both the campaign imagery and clothes reflect memories of celebrations, reminding audiences of the joyous and optimistic times beyond the pandemic.

Creative direction for the campaign was by MM Paris.

Female empowerment

Miu Miu has rarely shied away from opportunities to showcase women, especially through uplifting and empowering campaigns.

This time last year, the brand set out to define what makes an icon in a campaign released ahead of the holiday season. Historically, an icon has been defined as a symbol worthy of veneration and admiration an actor, model or musician.

For Miu Miu, icons are women reflecting the shifting idea and ideals of fashion. According to the brand, the unifying trait of women is their absolute individuality, and the women featured in the new campaign come from cinema, fashion and music to form a collection of diverse role models ([see story](#)).

More recently, the brand 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](#)).

Through its continued storytelling, Miu Miu continues to maintain its heritage while valuing experimentation.

"Miu Miu has always had its own voice and has spoken to the person who is willing to push boundaries on the look by bridging classic with something entirely new," Ms. Smith said. "It has an edge and yet it also nods to its big sister Prada while still retaining its own existence in its lane."

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