

APPAREL AND ACCESSORIES

Miu Miu spotlights femininity with Sydney Sweeney in Wander push

May 6, 2022



Sydney Sweeney for Miu Miu. Image credit: Miu Miu

By KATIE TAMOLA

Prada-owned fashion house Miu Miu has tapped one of Hollywood's rising stars for a hypnotizing new spot.

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American actress Sydney Sweeney stars in the campaign, shot by photographer Tyrone LeBon, fashioning different versions of the Miu Wander handbag. Set to an eerie yet soothing and thought-provoking soundtrack, the effort is another youthful push from a luxury label to attract the next generation of fashion lovers.

"Miu Miu is a classically feminine brand with an unexpected edge that pops in throughout its line," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"Sydney Sweeney is a great ambassador with a fan base that has enjoyed seeing in a number of major shows from 'The Handmaid's Tale,' 'Sharp Objects,' 'The White Lotus' and 'Euphoria,'" she said. "This is a face that has captured a wide and diverse audience which makes her relatable to the brand and can bring consumers from various demographics."

Let us wander

The vignette may be short in length but packs quite the punch, as it opens with Ms. Sweeney staring upwards with her head resting atop her hands, fresh-faced, wearing a necklace adorned with dozens of jewels and an ivory Miu Miu handbag: the Wander.

The actress makes direct eye contact with the camera before the film cuts to her in a different outfit, reclining on the floor, leaning on a red Miu Wander.

Sydney Sweeney stars alongside the Miu Wander

Additional scenes of Ms. Sweeney with the Miu Wander in disparate colorways follow her reclining with the original ivory, the actress using the handbag in a tan colorway as a pillow against an orange sheet, her clutching the scarlet-colored bag while reclining on a couch.

For every frame, Ms. Sweeney stares directly into the camera, establishing a kind of thoughtful connectivity,

reflective of Miu Miu ethos.

At the end of the vignette, she is seen wearing ivory Miu Miu shoes before the shot transitions to the profile of her face, spotlighting a pair of gold Miu Miu earrings.

The short film in its entirety is an ode to the playfulness, sophistication and intrigue inherent in the Miu Miu brand.

The Miu Wander also reflects house codes, with its curved lines representing omnipresent femininity and its soft yet durable texture.



The vignette showcases the Wander's different colorways. Image credit: Miu Miu

The handbag is a melding of the chic and practical a reminder that femininity, the Miu Miu brand and the consumers who fashion its pieces all have complexities.

With the handbag in tow, consumers are inspired and implored to wander.

Celebrating, centering women

Miu Miu's feminine, elegant ethos is apparent in its marketing efforts.

Last November, Miu Miu took inspiration from the celebratory nature of the night in a new campaign highlighting shimmering pieces from the Nuit collection.

Shot by Mert Alas and Marcus Piggott and styled by Lotta Volkova, the campaign starred 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 ([see story](#)).

Miu Miu also leaned into power and boldness of women for its fall/winter 2021 campaign starring actor and brand ambassador Emma Corrin.

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 the collection, the Italian brand released a series of short films where "The Crown" actress read aloud anecdotes, recollections and remembrances that recount intimate memories, both true and fictional ([see story](#)).

As it has in its latest short film, Miu Miu continues placing women at the center of the narrative.

"Miu Miu is a brand that wants people to explore it and to keep a youthful persona while also framing themselves with the freedom to be who they want to be," Ms. Smith said. "As someone who has played some edgy characters, [the campaign starring Ms. Sweeney] adds back to Miu Miu as a feminine brand that encourages women to embrace who they are."