

FRAGRANCE AND PERSONAL CARE

## Miu Miu shoots for the moon with Elle Fanning

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Actress Elle Fanning returns from a trip to the moon with new insight for Miu Miu's latest campaign. Image credit: Miu Miu

By NORA HOWE

Prada's Miu Miu is collecting cosmic intel from American actress Elle Fanning in a delightful campaign promoting Twist the brand's new Eau de Magnolia fragrance.

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Perpetuating themes of empowerment and femininity common to Miu Miu, Ms. Fanning has returned from the moon to inform the people on Earth that the allegorical "man on the moon" is actually a woman. Through its collections, campaigns and other creative materials, Miu Miu often places womanhood and the strength that comes with it at the core of its messaging.

"Miu Miu has always been an aspirational and inspirational brand that embraces those who have an ethereal presence about them while also being someone who knows who they are and what they want to be," said Kimmie Smith, cofounder and creative director of [Athleisure Magazine](#), New York.

"Miu Miu is not afraid to express itself and make a statement of who it is as a brand and what it supports," she said. "This self-assured presence is one that definitely reflects the ethos of the Miu Miu brand as well as those that are ambassadors or those that align with the brand."

An unexpected twist

For the newest interpretation of Miu Miu's Twist fragrance, Ms. Fanning is shown in a glowing, bedazzled gown against a lavender backdrop bringing ethereal yet powerful energy to the brand.

"First of all, the man on the moon is a woman," she says confidently from the start of the video. "She is floating; evoking; definitely not joking.

"Stay away from the dark side of the moon."

*Elle Fanning is here to set the record straight*

Like the previous Twist campaign starring Ms. Fanning, which centered on a playful use of the word "Miu," the newest creative endeavor depicts the actress in a contemplative state.

"It's so evocative; delicately attractive," she proclaims in the short film. "Demonstrative; she is hoping."

The younger sister of actress Dakota Fanning, Ms. Fanning began her acting career at a young age, appearing in films such as "The Curious Case of Benjamin Button" and "Phoebe in Wonderland."

It was not until 2011, however, that she gained significant attention for her role in J.J. Abrams' science-fiction film "Super 8." Following the film's success, Ms. Fanning landed herself a number of leading roles in films such as "We Bought a Zoo," "Maleficent" and, more recently Hulu's original satirical period drama "The Great."

"Elle Fanning is known for taking on roles and really making them her own while exploring the subjects that she embodies," Ms. Smith said. "She exudes an awareness and presence that is hard to turn away from, and she adds another layer to the Miu Miu brand by showing how we all make a brand our own, telling a new story that is personalized by our own efforts and experiences."

In addition to a number of Miu Miu [campaigns](#), she has starred in campaigns for LVMH's Tiffany & Co. and beauty company L'Oreal.

#### Women of Miu Miu

As a brand focused on lifting the voices of women and other underrepresented groups, Miu Miu continues to challenge audiences to understand the complexities of femininity, consider their place in society and contemplate how they can change the world for a better future all through the lens of fashion and creativity.

[View this post on Instagram](#)

A post shared by Miu Miu (@miumiu)

For more than a decade, Miu Miu's Women's Tales project has highlighted women in film, underscoring the brand's values founded on feminism.

In its 23rd commissioned film of the Women's Tales series, released in March, Miu Miu examined the power dynamics of race, gender and class through cinema.

Directed by Janicza Bravo and starring Kelsey Lu, Natasha Lyonne, Pedro Pascal, Katherine Waterston and Poorna Jagannathan, "House Comes With A Bird" follows a sequence of encounters, each one depicting various forms of social imbalance ([see story](#)).

Outside of Women's Tales, the Prada-owned fashion house leaned into the power and boldness of women for its fall/winter 2021 campaign starring actor and brand ambassador Emma Corrin.

To promote the collection, the brand released a series of short films where "The Crown" actress reads aloud

anecdotes, recollections and remembrances that recount intimate memories, both true and fictional ([see story](#)).

"Miu Miu is steeped in femininity and empowerment so it's imperative that this is apparent in their campaigns," Ms. Smith said. "[In the case of the most recent campaign] it allows consumers to think of Elle's work as well as past campaigns and product assortment from the house."

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