

APPAREL AND ACCESSORIES

## Miu Miu hits only aces in Saint-Tropez

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*Miu Miu taps into its athletic side in southern France. Image credit: Miu Miu*

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By NORA HOWE

Prada's Miu Miu is taking over the tennis court as it reflects on an exclusive event held in the south of France on July 16, where it launched the Miu Miu Tennis Club, hosting a range of leisure activities.

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Promoting the launch of the Miu Miu Tennis Club, the brand released a short film depicting models and friends of the house in branded tennis apparel, shoes and accessories. Taking a visual stylistic approach reminiscent of filmmaker Wes Anderson, the campaign brings a lighthearted sweetness to the brand, encouraging a carefree, stylish life.

Game, set, match

The 90-second film features a number of personalities and friends of the house who were invited to join in on the exclusive Miu Miu Tennis Club event activities.

Attendees included Chiara Ferragni, Veronica Ferraro, Julia Hobbs, Tina Leung, Paola Locatelli, Camille Rowe and Olivia Singer, among many others.

The film is broken into four parts, each one named after an element of the game of tennis: ace, lob, serve and court change.

*Miu Miu rallies in the sun*

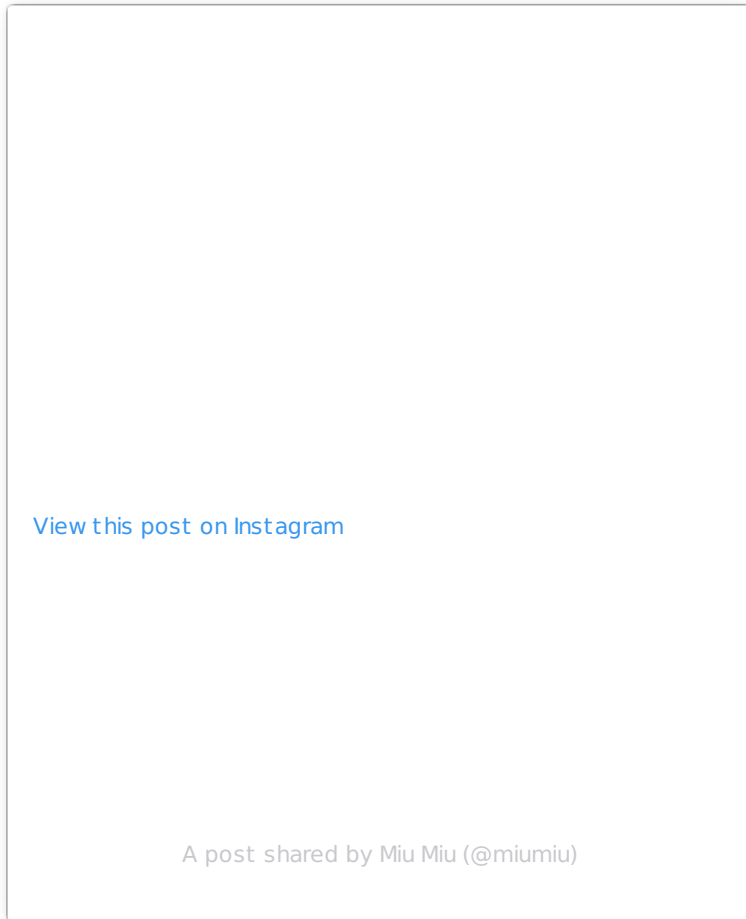
A cast of young women appears energetic, relaxed and focused on the game. Some joyfully cheer on from the sidelines, while others serve with fierce determination.

Enjoying a break from the heat, some women cool off by the pool, although begrudgingly getting splashed with pool water, before returning to the court.

The campaign serves as an ode to summer and the leisure activities that come with it. In classic Miu Miu fashion, it also places women at the center of its creative messaging highlighting them in a positive light.

Campaign stills featuring digital influencers, friends of the house and models were captured by photographer Akila Berjaoui.

The film's musical score, a contemporary ragtime style, elevates the lightheartedness of the summer campaign.



*Ms. Locatelli is shown with her racquet and tennis ball before hitting the clay*

The campaign also comes just after the 2022 Wimbledon tournament in London, which ended with Novak Djokovic and Elena Rybakina taking home the championship in men's and women's singles, respectively.

#### Tennis treatment

A sport that often attracts affluent spectators, tennis is no stranger to the luxury space, and both professional tennis players and luxury brands continuously find ways to engage one another.

After COVID-19 forced a historic cancellation of the Wimbledon tennis tournament in 2020, some of the sport's biggest stars returned to the historic sporting event in 2021.

Event organizers took to social media to fuel excitement and support the event, as fans purchased tickets. With the 2021 Wimbledon tournament being one of the first major sporting events after COVID-19 vaccination rollouts and lifted restrictions, many watched to see who was participating and how brands engaged players and visitors ([see story](#)).

After winning the 2021 U.S. Open Women's Singles Final, British professional tennis player Emma Raducanu was selected by French fashion house Dior as its newest ambassador.

The 18-year-old rising tennis star became the first British woman to win a Grand Slam title since 1977. After her victory, she attended the Met Gala in New York and appeared on the cover of British Vogue in a rose-embellished black tulle Dior fall-winter 2021 dress ([see story](#)).