

APPAREL AND ACCESSORIES

Silence speaks volumes, per new Miu Miu campaign

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Emily Ratajkowski models for Miu Miu's fall/winter 2022-23 campaign. Image Credit: Miu Miu

By AMIRAH KEATON

Italian fashion house Miu Miu is doubling down on an inclusively intellectual approach to luxury with a new campaign promoting its fall/winter 2022 collection.

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In its latest aptly titled release, "Character Story", actor Sydney Sweeney, model Emily Ratajkowski and others don items from Miu Miu's fall/winter 2022 collection. The Prada-owned luxury house continues to communicate a forward-thinking ideology, using multifaceted talent to reach loyalists and new audiences alike.

"Miu Miu is for the person who is fearless and embraces change," said Kimmie Smith, cofounder and creative director of [Athleisure Magazine](#), New York.

"This campaign is paired down and simple without a massively produced feel where the people get lost in large elaborate sets," Ms. Smith said. "You're able to focus on the assortment as well as how each item is being worn," she said. "This aligns well with the ethos of Miu Miu."

Ms. Smith is not affiliated with Miu Miu, but agreed to comment as an industry expert.

Lo-fi label

Captured by British photographer and filmmaker Tyrone Lebon, Miu Miu's latest campaign fronts names who embrace complex identities.

"Character Story" gives off moodily serious energy, using models of all statures and gender expressions, each of whom gazes arrestingly into the camera while wearing brand garb. The luxury house forgoes pristine product shots typical of high-gloss campaigns in a series of raw images and intentionally grainy film.



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A post shared by Miu Miu (@miumiu)

Miu Miu introduces "Character Study"

The spot maintains a "behind-the-scenes" look and feel, opting for shots that include its set, such as newly minted model Maty Drazek amidst a lively production team or "King Richard" actor Demi Singleton behind a clapperboard. Campaign stylist Lotta Volkova presents pieces functionally as if to signal their significance in the context of the everyday.

"There's a stoicism and stillness that aims your focus squarely on the subject," said Caitlin Burke, stylist and creative at Caitlin Burke, New York. "It's intimate and quiet, free of distractions or bells and whistles.

"The hair and makeup are also minimal and stripped back, further placing the emphasis on individual characters and their raw beauty."

Portraits of Miu Miu, on display

Visuals display the power that can be found in delicacy, alongside other moving juxtapositions such as strength in tenderness and wisdom in youth, according to the brand. The selection of Ms. Sweeney for the campaign continues an ongoing relationship between Miu Miu and the Emmy-nominated actress, as talent decisions skewed towards figures who holistically embody brand values.

"Many luxury brands have adopted using actresses and celebrities in their campaigns, so that doesn't feel unique to Miu Miu, but I think their curation of talents in the campaign speaks very much to their brand and who fits within that," Ms. Burke said. "There's a femininity but still a cool, quirky quality to the people who wear their clothes."

Balancing Act

Miu Miu's "Character Story" ad campaign is just one example of its recent cross-category stylistic experimentation.

Prada's Miu Miu took over the tennis court during 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 ([see story](#)).

The brand collected cosmic intel from American actress Elle Fanning in a delightful campaign promoting Twist its new Eau de Magnolia fragrance ([see story](#)).

"Miu Miu, as a brand, gives 'schoolgirl meets tomboy,' never leaning too far in one direction," Ms. Burke said. "I think it's more about a Miu Miu customer than just a Miu Miu girl, as I think it can be for any gender looking to tow that line.

"There's always an irreverence, and while much of it is hyper-feminine, it's never without that masculine touch, whether through tailoring or styling, to add an edge and cool factor."

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