

APPAREL AND ACCESSORIES

Miu Miu inaugurates celeb-studded 'Women's Tales' committee

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The fashion house is working with creatives to elevate the intellectual, industry-oriented and cultural direction of the brand-backed short film series. Image credit: Miu Miu

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Miu Miu** is expanding upon two decades of support for female figures in the world of cinema.

The brand is tapping well-known leaders in the field to guide a standing short film series. Stewarding the evolution of existing programming, American filmmaker Ava DuVernay and actor and director Maggie Gyllenhaal designer join cofounding member Miuccia Prada and other notable names in establishing the "Miu Miu Women's Tales Committee," working together to expand visibility, up engagement and reframe the 20-year-long program's narrative.

"I have had a long and lovely relationship with Miu Miu," said Ms. Gyllenhaal, in a statement.

"I am a great fan of both their fashion and their woman's stories film series," she said. "They have partnered with some of the directors I most admire from Lucrecia Martel to Alice Rohrwacher.

"Miu Miu is committed to offering an honest depiction of women, in all our unusual beauty and idiosyncrasies, which is, of course the most compelling and exciting kind of portrayal."

Mindful movie making

As the brand moves into a new era, the intellectual, industry-oriented and cultural direction of "Miu Miu Women's Tales" is being evaluated.

With five female leaders at the helm, the newly formed committee will bring film and fashion knowledge to the table with this effort. Aside from Ms. DuVernay, Ms. Gyllenhaal and Ms. Prada herself, Australian costume designer Catherine Martin and Italian fashion model Verde Visconti complete the group.

The professionals will aid the mission of the short film series, which seeks to support works that spark conversations about femininity and vanity, in aligning with developments of the film world at large.

All the while, fellow luxury brands continue to place movie magic at the heart of fashion campaigns ([see story](#)).

Female film forthcoming: the new Miu Miu Women's Tales Committee sets out its stall.

A conversation with Miu Miu Women's Tales Committee members [#AvaDuVernay](#), [#MaggieGyllenhaal](#) and [#CatherineMartin](#) moderated by Penny Martin. <https://t.co/hiOPRxuMagpic.twitter.com/OHIR5BKChq>

Miu Miu (@MIUMIUofficial) [September 5, 2023](#)

"Cinema has been a longtime passion and has also been an important backbone of my education," said Ms. Prada, in a statement.

"With the Tales' we created a platform for talented directors: through their gaze, we have opened a conversation on the world of femininity and vanity and what it means today; a conversation with women about women."

To celebrate the shifts taking place, Miu Miu hosted a viewing of its latest Women's Tales offering, "Stane," created by Croatian director Antoneta Alamat Kusijanovi, at the Venice Film Festival on Sept. 3. The 25th commission, "Eye Two Times Mouth" from Mexican director, screenwriter and producer Lila Aviles, was shown during the announcement of the committee.

A two-day conversation also occurred at the event, lasting through Sept. 4. It is here that the committee first gathered to discuss contemporary filmmaking and the challenges that female creatives are presented.

"The intersection of fashion and narrative has always fascinated me how clothing can tell a story, evoke emotions, and become an integral part of the cinematic experience," said Ms. Martin, in a statement.

"However, Miu Miu Woman's Tales is more than just about fashion; it is a concrete manifestation of Miuccia Prada's commitment to developing distinct female cinematic voices," she said. "I am thrilled to be part of a committee that strives to celebrate women filmmakers both established and emerging that look to the future, pushing the boundaries of storytelling in film."

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