

MULTICHANNEL

Prada's Miu Miu fetes brand exclusivity through members-only club

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By TRICIA CARR

Prada-owned Miu Miu is feting its exclusive brand lifestyle through a private members club called The Miu-Miu-London that closes today after a three-day stint.

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Luxury Daily

The Miu-Miu-London is a private women's club open Nov. 27-29 at the Café Royal on Regent Street, London. Miu Miu is also sharing this branded experience beyond the walls of the venue through a digital campaign that gives a look at the goings-on of the club.

"Miu Miu's members club is a brilliant marketing tool built to create a sense of exclusivity among the fashion elite," said Elizabeth DeMaso, managing partner of **Brenes Co.**, New York. "A celebration of strong, independent women with style, it quickly piqued interest among the well-heeled circles of London and beyond.

"An event like this has great public relations legs," she said. "By including press and bloggers on the guest list, word of the club spread quickly and there is chatter around where it might land next."

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

Miu Miu could not comment directly on this matter.

No boys allowed

The Café Royal opened for the first time after its restoration to host the Miu-Miu-London.



Café Royal

The brand venue is open for three days and will host a group of activities that celebrate various aspects of Miu Miu femininity, per the label.

The space was designed by production designer Caroline Smith.

One part of the Miu-Miu-London is exclusive shopping experiences. Members and their guests have access to exclusive items and the opportunity to see and purchase the spring/summer 2013 collections.



Shopping

Merchandise available for purchase includes collaborative pieces created by designers such as Vivienne Westwood and Stephen Jones. These two designers in particular each created a limited-edition product for Miu Miu with process donated to their respective charities – Cool Earth and Macmillan Cancer Support.

In addition, the conversation room at the Miu-Miu-London is hosting daily showings of the label's film project *The Miu Miu Women's Tales*.



Conversation room

Moderated talks are taking place during the designated screening times to explore women, their obsessions and their role in society.

The talks are moderated by notable women. For instance, the conversation room hosted a discussion on female creativity in cinema with writer Caroline Harvey, director and producer Klaarje Quirijns, actress Bonnie Wright and actress Felicity Jones.

Films played prior to the talk include “Emily by Caroline Harvey” and “Separate we come, separate we go by Bonnie Wright.”

Additionally, the on-site restaurant is bringing in chefs Andrew Turner, April Bloomfield and Margot Henderson. Each night, one of the chefs will offer a personalized menu.



Andrew Turner menu

DJs including Misty Rabbit, Yasmina Dexter and Roisin Murphy will play music at the club's lounge, cocktail bar and terrace.

“While the club showcases the spring/summer collection and offers shopping, the real purpose is to create a few magical days where women can come together to indulge in fashion, lectures, movies and more – all in an opulent setting,” Ms. DeMaso said.

Digital dames

Miu Miu is transforming its Web site into the hub for club-related news and content.

When consumers visit <http://miumiu.com>, they are immediately transferred to the label's Tumblr blog at <http://the.miumiu.com>.

The page is presented in a patchwork style with each square or rectangle varying in size and displaying images, event information, brand blog posts, third-party blog posts, social media posts, lines overheard at the club and interviews.

For instance, the line “the spirit of London is exactly that — reverent and irreverent” was overheard Nov. 27 at the Miu-Miu-London.



Miu Miu Tumblr blog

There is an interactive element as well. Users can tweet questions during the scheduled sessions in the conversation room using the #themiumiu hashtag.

The label encouraged users to join the conversations through an email sent Nov. 27 that told recipients about the club. It directed them to Miu Miu's Web site and to follow the hashtag #themiumiu.



Email

“The online support allows Miu Miu to open the doors to those who were not invited to the club,” Ms. DeMaso said. “Broadcasting elements of the club and its guests allows everyone to feel part of the excitement.

“With built-in social media sharing available, those who did not make it onto the guest list can share their findings with others and still establish themselves as tastemakers in the know,” she said.

Final Take

Tricia Carr, editorial assistant on Luxury Daily, New York