

INTERNET

## Prada's Miu Miu pushes spring/summer collection with dramatic short film series

February 22, 2013



By ERIN SHEA

Prada-owned Miu Miu is pushing its spring/summer collection with a dramatic short film series that features portraits of its models showing off the new line.

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The films also captures the brand's trademark of femininity along with a dramatic take on the spring/summer collection. The final two-minute film was created to show off all the collection portraits and the different aspects of female relationships together.

"This particular video has an eroticism that is impossible to communicate via print," said Chris Ramey, president of [Affluent Insights](#), Miami.

"The video illustrates that sometimes words are not necessary," he said. "The strength is the beauty of emotion, use of sound and lack of clutter.

"The product still remains the hero, despite all that is going on."

Mr. Ramey is not affiliated with Miu Miu, but agreed to comment as an industry expert.

[Miu Miu](#) was unable to comment directly.

## Portrait series

Miu Miu celebrated its spring/summer launch through a series of videos that detailed each portrait of its models.

The video series debuted on the brand's Facebook Feb. 14. The seven portrait videos were released one hour apart from one another.

The seven portraits included models such as Bette Franke, Adriana Lima, Doutzen Kroes, Malgosia Bela, Tamara Weijenberg, Arizona Muse and Martha Hunt.

Each portrait video is less than 30 seconds.

The portraits were intertwined into a longer film that the brand began to push Feb. 15.

The final video is now being shown on the brand's home page of its Web site.

The brand also used its Twitter account to promote the videos as well.

The longer video places the seven portraits together to show off the spring/summer collection.

In the film, the models are shown interacting with one another and their surroundings while wearing the Miu Miu items.



### *Screen shot of film*

In each shot, the emotional connections between the models and their own feelings are shown through their appearance and their actions.

Since there is no dialogue, the actions have to propel the narrative forward and keep the audience engaged.

The shots also make sure to slow down to focus on the new products.

## *Miu Miu s/s 2013 campaign*

### Feminine spirit

Miu Miu seems to be focusing its branding efforts on the spirit of femininity and female relationships. It has channeled this in other recent promotions.

For instance, the brand flaunted the power of femininity and its products through a series of short-films titled "The Women's Tales."

The fifth addition to the series is titled "The Door" and showed the power of female friendship around a central theme of changing emotions by changing attire.

Although the products are not overly presented in the video, having a central theme on attire could help the brand push its products ([see story](#)).

Also, the brand hosted the Miu-Miu London that was open Nov. 27-29 at the Café Royal on Regent Street and hosted activities that celebrated various aspects of Miu Miu femininity ([see story](#)).

The specific focus that the brand has could help make its branding stronger and therefore stand out to consumers.

"Video adds an additional emphasis and clarification on the product and brand DNA," Mr. Ramey said.

"It is particularly effective with apostles most engaged with your brand," he said.

### Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

Embedded Video: <http://www.youtube.com/embed/qqSlvxu2Aa0>