

ADVERTISING

## Miu Miu bolsters fall/winter collection via female-focused video

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By ERIN SHEA

Prada-owned Miu Miu is layering its fall/winter collection with female-focused advertisements and a short video that highlight the personalities of the brand's models.

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**Luxury Daily**

The two-minute video shows off the label's collection and the models who are wearing it. Miu Miu's focus on the women featured in the video, instead of just the new collection, gives the campaign a different tone than other fall/winter collection campaigns.

"I think this campaign will appeal to the Miu Miu woman," said Jordan Phillips, author of "[The Lure of Luxe](#)," New York.

"It's fun and feminine, and as with all things Miu Miu, it's a little bit quirky," she said. "It's sexy, but certainly not in a vulgar way."

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

[Miu Miu](#), based in Milan, Italy, declined to comment directly.

Move to the beat

In the new campaign video, the Miu Miu models are showing off their personalities through dance moves and the interactions that they have with one another.



*Video still*

The models featured are Adriana Lima, Anne Verhallen, Daphne Groeneveld, Emily DiDonato, Georgia May Jagger, Hind Sahli, Katlin Aas, Lindsey Wixson and Marina Nery.

The girls dance while “Hand Clapping Song” by The Meters plays.

In between dancing scenes, each model holds up a sign with her name on it. Each model has her turn in the spotlight to show off her dance moves and personality.



*Video still*

The video ends by showing silhouettes of the models all together before the screen goes black.

Embedded Video: [//www.youtube.com/embed/Xe9u52smm9Y](https://www.youtube.com/embed/Xe9u52smm9Y)

### *Miu Miu fall/winter advertising campaign*

Miu Miu took to social media platforms to push the campaign through a number of posts with teaser images.

On Twitter, Miu Miu is including its models’ Twitter handles on campaign-focused Tweets.



**MIU MIU**  
@MIUMIUofficial



@MIUMIUofficial #FW2013 advertising campaign by @inezandvinoth starring @lindseywixson and @GeorgiaMJagger pic.twitter.com/XnQkvAWibX

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MIU MIU  
F&W 2013  
Autumn/Winter - Giorgio Armani

MIU MIU

24  
RETWEETS

15  
FAVORITES



### Tweet

In addition, the label sent an email to its customers inviting them to experience the new campaign on its site.



MIU MIU

*Evoking a spirit of adventure and daring, the Fall/Winter 2013 campaign captures the passage of girls in a twilight cinema-scape loaded with intrigue, imagination and femininity.*

*Their stories unfurl against a mysterious cityscape and vanishing horizon: while standing on the dock of the bay waiting for a ferry, they dance away the fun of the night before returning home in the early morning.*

PLAY VIDEO >>

## *Email*

### Girl power

Miu Miu has previously created a number of short films that focus on female relationships and contain hints of drama.

For instance, the label pushed its spring/summer collection with a dramatic short film series that featured portraits of its models showing off the collection.

The films also captured 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 ([see story](#)).

Additionally, Miu Miu 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](#)).

Even with this new campaign, Miu Miu is staying true to its brand DNA.

"Miu Miu collections are always filled with bold, statement-making looks, yet they are definitely feminine," Ms. Phillips said.

"They also manage to be simultaneously nostalgic and modern, which I think this film really captures," she said.

### Final take

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

Embedded Video: [//www.youtube.com/embed/mO0OfRAVKLM](https://www.youtube.com/embed/mO0OfRAVKLM)

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