

INTERNET

Prada's Miu Miu elicits emotions with new female-focused film

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By ERIN SHEA

Prada-owned Miu Miu is eliciting consumers' emotions through a new female-focused film that tells the story of a dressmaker in Sicily.

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The sixth and newest addition to "The Women's Tales" series is titled "Le Donne della Vucciria" and focuses on the relationships of Sicilian dressmakers. Since the film goes beyond just the Miu Miu brand and tells a story, it is likely to appeal to more consumers than just brand enthusiasts.

"The Women's Tales videos illustrate a genuine and interesting view into the Miu Miu brand," said Amanda Rue, strategist at [Carrot Creative](#), New York.

"They are artistic short films that seem to effortlessly communicate the essence of Miu Miu," she said. "It is quietly presented by Miu Miu instead of an overt online brand video advertisement.

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

[Miu Miu](#) did not respond by press deadline.

Costume change

The film begins with a woman working at a sewing machine, while a man hammers away at a doll.

Then, the video shows the woman's hands at work as she dresses and puts the head on the doll.



Video still

After she finishes with the doll, she hangs it up with the other marionettes as the camera slowly pans to reveal all of them.

The next scene shows a band playing in the street and a woman dancing and singing to a larger crowd.

Another woman gets up from the crowd and dances with her. The woman's outfit resembles what the doll was wearing.

Then the singer and the violinist come over to the dollmaker's window as she throws rose petals down at them.

Next, the singer and violinist are shown meeting down by the water. They get on a motor scooter and ride away as the screen goes to black.

Le Donne della Vucciria can be viewed on Miu Miu's Web site at:

http://www.miumiu.com/en/women_tales/6/film.

This film is part of a series that features short films centered on female leads.

The fifth film "The Door" shows 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](#)).

Other films in the series are titled, "The Powder Room," "Muta," "The Woman Dress" and "It's Getting Late."

Since Miu Miu's target audience is women, these films are a good way to engage with the audience in an emotional and relatable way.

"Miu Miu's approach is extremely engaging as the content is highly dynamic and relatable, which should resonate with the target market," said Dalia Strum, professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York.

"The Women's Tales videos are interesting because their approach is meant to bring the female perspective to the fore-front and embrace feminine creativity through a woman's eyes and voice," she said.

"This aligns with a strong movement of highlighting diverse women and their experiences with work, love and their passions."

Girl power

Miu Miu has previously used to feminine focus to promote the brand.

For instance, the brand layered its fall/winter collection with female-focused advertisements and a short video that highlights the personalities of the brand's models.

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 ([see story](#)).

Furthermore, Miu Miu feted its exclusive brand lifestyle through a private members club called The Miu-Miu-London.

The Miu-Miu-London was a private women's club open Nov. 27-29 at the Café Royal on Regent Street, London. Miu Miu also shared this branded experience beyond the walls of the venue through a digital campaign that gave a look at the goings-on of the club ([see story](#)).

Since Miu Miu plays off of its female-focused brand DNA in the Women's Tales, the videos seem more organic and not so much a commercial.

"The videos feel appropriate for a luxury brand," Carrot Creative's Ms. Rue said. "Instead of outwardly promoting new product lines they are communicating the mystic and essence of the brand.

"These videos feel more substantial than most brand videos," she said. "While others are interested in promoting a product line or supporting a larger advertising campaign, these are captivating.

"They invite the user in, tell simple but beautiful stories that makes people want to watch more."

Final take

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