



press release

MIU MIU CROISIÈRE 2019 CAMPAIGN FILM

From behind closed doors to the streets of Paris - a whirlwind tour, an exuberant exploration of a city already half-known in the universal consciousness.

The Miu Miu Croisière 2019 campaign film silhouettes its cast against archetypal vignettes of Paris - the Champs-Élysées, the Arc de Triomphe, the Centre Pompidou, the Folies Bergère and others. The aforementioned are like picture-postcards, connecting to the transitory nature of the denizens of the Hôtel Regina, where the Miu Miu Croisière 2019 show was staged.

The same ensemble cast of women populate the runway show, print campaign and filmic short - actress Gwendoline Christie and models Lucan Gillespie, Taylor Hill, Kendall Jenner, Adriana Lima, Ariel Nicholson, Cami You Ten, Zoe Thaets and Naomi Chin Wing.

Behind these women float images that act as representations of Paris, rather than its actuality. They do not propose a reality - created by filmmaking collective Call This Number, the deliberately lo-fi filmmaking style subtly echoes the aesthetics of the French Nouvelle Vague, bricolaging these women with seemingly impulsive will into divergent scenography, like different worlds. Their figures are outlined boldly, découpaged into Parisian scenes, their figures floating abstractly over each background melee.

The crossover and assemblage of imagery mirrors the exchange of identities and meeting of parallel lives in the public forums of the hotels - the clashing together of disparate universes, the meeting of milieus, all reflecting the multiple identities encapsulated within the Miu Miu woman.

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