

MIU MIU SPRING-SUMMER 2019 PRINT CAMPAIGN

SOMEWHERE, NOWHERE

Moments frozen in passage, from one experience, one plain, to the next, the Miu Miu Spring/Summer 2019 advertising campaign captures the transitory, fleeting nature of fashion itself. Ephemeral, temporal, intensely personal.

The mise-en-scène is the act of travel, poised in transit. Situated within the universal topography of automobiles - buses, coaches and cars, blurring through the spectre of an urban landscape composed of abstracted light - the sitters are, conversely, calm amidst a panorama of potential chaos. These aesthetic terrains of chrome and paint and leather upholstery afford the obvious, unavoidable potential for revelation, epitomising constant change and locomotion. The setting implies a narrative, expresses an inherent shift, both physical and across states of mind, states of emotion. Within cinema, these types of images propel us through a story: they transform our focus, prepare us for the new.

Photographed by David Sims, the campaign focusses on individuality - a woman, a girl, alone within the landscape of the image. They cement private moments of stillness, within a frame of action. Each sitter is a singular personality, a character, a story unto themselves. The cast is comprised of figures drawn from the worlds of cinema, dance, music and fashion - Du Juan, Juliette Lewis, Lola Leon, Maya Hawke and Zazie Beetz. Individually celebrated, they exist within their own private enclaves, their distinct world.

Neither arriving nor departing, these images celebrate the notion of simply *being* - the geography hazy, the timing uncertain, they present a universal, everywhere and anytime. Fleeting and transitory, reasoning uncertain, the travel could easily be an escape, or a coming home. The only concrete, the only constants, are the women themselves - singular, original, always unique.

Somewhere, nowhere, yet someone.

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