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press release

THE POWDER ROOM

DIRECTED BY ZOE CASSAVETES

The Powder Room is the first in a series of short films The Miu Miu Women's Tales directed by distinctive female filmmakers with different intellectual background, which explore the femininity by the cinema.

Zoe Cassavetes is the filmmaker of The Powder Room, an enchanting and dramatic short film set in London's Claridges hotel. As its name suggests, the piece takes us into an ultra-feminine environment where gestures between women are traded in a ritual of opulent beauty. In this world Cassavetes uses the romantic codes of the powder room to mirror the beauty and luxury of the Miu Miu universe.

"I love the idea of a powder room, the ritual which takes place within them is very important for women," explains Cassavetes. "There's something special about preparing yourself, a moment before the action takes place. I love the sense of intimacy. It's a place away from men, where you can check out other women, and re-glamorize yourself ready to face the world again."

Cassavetes brings her eye for capturing the essence of femininity to the film, which layers multiple close ups of subtle glances and abstract details to create a mysterious narrative mosaic. "The story is about women and their private moments", says Cassavetes, "so it's allowed to be free and dreamy... the dreamy part was the most fun. And the glamour."

Audrey Marnay stars as a captivating femme fatale who plays provocatively within the private and reflective environment of the powder room. When other glamorous girls played by models Caroline de Maigret, Line Gost and Sophie Vlaming enter, the powerful unspoken codes of the powder room are unfold within a sensual dream-like tale.



biography

ZOE CASSAVETES

Zoe Cassavetes grew up in Los Angeles and worked on many productions as a director, writer, producer and actress.

In the 1990's, she teamed up with friend Sofia Coppola to make the TV show High Octane, one of the first shows to be entirely shot in digital video. Zoe also did stints as a host of MTV's House of Style, as well as assistant directing feature films. Several years later, Zoe directed her short film Men Make Women Crazy Theory which premiered at the Sundance Film Festival (2000). In 2007 she made her first feature film BROKEN ENGLISH.

Zoe has made numerous commercials for clients such as Louis Vuitton, Disney, Petit Bateau and Johnnie Walker and music videos for Leighton Meester (Gossip Girl) and electro band Scratch Massive. As a photographer, Zoe works for high fashion magazines (Elle, New York Times, Liberation, Air France Madame) as well as many campaigns such as Dom Perignon and Martel.

Zoe is preparing her second film "The Business" to shoot in fall 2012.

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THE
WOMEN'S
TALES



**GIORNATE
DEGLI AUTORI
VENICE DAYS**

30.08 / 01.09 2012

synopsis

**THE POWDER ROOM
BY ZOE CASSAVETES**

This film is a mystical and glamorous look into what happens when four beautiful women enter the powder room. The salon is a sort of haven, a private oasis where they can regain their inner calm and serenity.

These women, dressed in the highest fashion refresh, dream, and play in the luxurious setting of a female sanctuary, leaving behind the outside world for essential minutes.

THE MIU MIU WOMEN'S TALES #1

Première: online on www.miumiu.com from January 26, 2011

Title: The Powder Room

Director: Zoe Cassavetes

Countries: Italy, UK

Production Companies: Hi! Production, The Independent Films

Executive Producers: Max Brun, Jani Guest, Matt C. Minor

Director of Photography: Stephen Keith Roach

Actresses:

(in order of appearance)

Pearl Marstrand, Audrey Marnay, Line Ghost, Sophie Vlaming, Caroline De Maigret

Music: We Do Commercials

Make Up: Kay Montana

Hair: Tracie Cant

Length: 2' 30''