

APPAREL AND ACCESSORIES

Mugler to release 'Inside the Dream' documentary this month

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Directed by independent production company Terminal 9 Studios' Matthieu Menu, "Inside the Dream: Mugler" will be released this fall. Image credit: Mugler Parfums

By LUXURY DAILY NEWS SERVICE

French fashion house Mugler is going back in time during an anniversary year.

"Inside the Dream: Mugler," a new documentary film directed by independent production company Terminal 9 Studios' Matthieu Menu will be released this fall. Containing unseen archival footage and contemporary excerpts, the 60-minute movie takes audiences behind the scenes of the brand's story as its teams plan and executive commemorative events as part of Mugler's 50th birthday celebration.

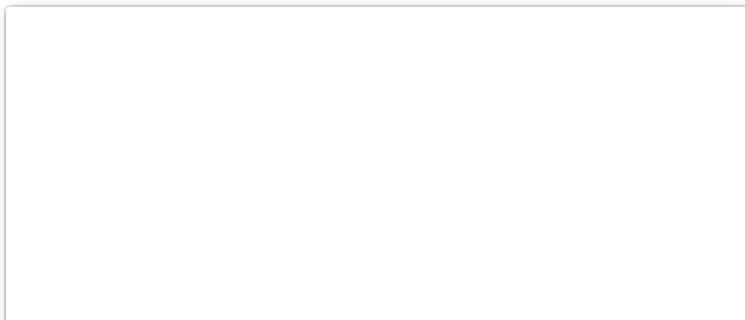
"Fifty years of Mugler is a testament to the power of bold creativity," said Danile Lahana-Aidenbaum, global brand president of fashion and fragrances at [Mugler](#), in a statement.

"With fashion creative director Casey Cadwallader, the brand continues to honor Manfred Thierry Mugler's transformative legacy and shape the future of fashion and fragrance together, with its iconic designs and groundbreaking innovations."

Behind-the-scenes highlights

"Inside the Dream: Mugler" will debut exclusively on Canal+ in France, available starting September 25th. Globally, viewers can "soon" catch the documentary on selected global platforms including Prime Video.

The cinematic launch juxtaposes Mugler's history with more modern moments-in-time involving its high fashion and avant-garde fragrances, such as American actress Zendaya's "Maschinenmensch" chrome robot red carpet look worn to the "Dune 2" premiere and sourced from Mugler's fall/winter 1995 "Cirque d'hiver" collection.



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A post shared by MUGLER (@muglerofficial)

The film examines the namesake brand's deep ties to the entertainment world and pop culture, mentioning Beyoncé, Lady Gaga, Dua Lipa and other high-profile performers, and features from American model Pat Cleveland, Somali model and actress Iman and American media personality and businesswoman Paris Hilton.

Ms. Danile Lahana-Aidenbaum, L'Oral Luxe president Cyril Chapuy and DSM-firmenich Master Perfumer Olivier Cresp also make appearances.

Behind-the-scenes clips from shoots involving Angel and Alien fragrance campaign frontrunners Hunter Schafer and Anok Yai, plus the making of Mugler's spring/summer 2024 runway show, are included.

The film will honor the work of the house's late founder, French designer Thierry Mugler, who passed away in 2022 ([see story](#)).

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