

ANORAK

RAINE ALLEN-MILLER



Raine Allen-Miller is currently one of the most sought-after directors in the UK, renowned for creating instantly recognisable, bold, empowering and playful films.

Raine's career began in 2016 when she directed her breakthrough video 'Storm' for Salute – a joyful celebration of immigration in the immediate wake of the Brexit vote. This timely video landed her a spot on It's Nice That's coveted 'Ones to Watch' list. In 2018, she continued this political streak with 'I'd Rather Get Paid' for Secret deodorant, a star-studded musical number addressing the gender pay gap. In 2018, Raine's debut short 'Jerk' premiered at the BFI London Film Festival.

Her commercial work includes 'UnPerfect Dreams' for Nike Japan, 'Go Play' for ASOS and 'I Can Do Anyth-ing' for Virgin Media. In 2019, Raine Allen-Miller was listed as one of Campaign's Top Ten Directors of the Year.

In 2020, Raine wrote and directed 'Wank Wiggle' a fun film dedicated to female pleasure in Lockdown and bold, stylish commercials for Samsung and Squarespace. Most recently Raine directed 'Fizz To Life' for Pepsi starring football talent Paul Pogba, Leo Messi, Shanice Van De Sanden and Jadon Sancho, and a joy-filled Christmas campaign for Tesco.

Raine is based in London.

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