

MIU MIU FALL/WINTER 2024 CAMPAIGN INDIVIDUAL MOMENTS

A direct expression of a collection inspired by people's lives, the Miu Miu Fall/Winter 2024 campaign draws on the vocabulary of wardrobe from childhood through maturity, from the masculine to the feminine, the formal to the informal. How does clothing affect the people wearing it and how do they affect clothing by return.

Photographed by Zoë Ghertner, the multidisciplinary cast includes: Ethel Cain, Charlotte Cardin, Cara Delevingne, MINNIE, Little Simz and Caitlin Soetendal. The series of portraits invites each subject to be themselves, while using fashion for its protean qualities, its contrasting sensibilities and proportions, thereby adding to any desirability - any power.

A white backdrop and whirlpool carpet, a curation of highly distinctive chairs. These both ground and disrupt, echoing the fusion of time, place, memory, function and fashion seen in the collection itself. A coat in glossy shearling masquerading as mink is worn with a chemisier dress or cropped trucker jacket and skinny jeans; shrunken tailoring with chic leather gloves and an elegant string of pearls; a plush, oversize fleece jacket with a narrow flannel tube skirt; a little black dress, deconstructed, with sharply pointed mary-jane pumps; a sporty puffer with buttoned up tailoring. Up-ending preconceptions of night-time dressing, Miu Miu pyjamas in cotton poplin are designed for day. Accessories underscore such unlikely juxtapositions: masculine shoes are contrasted with New Balance x Miu Miu sneakers in aged leather, slippers in softest calf, the eternally elegant Aventure bag and the irreverent Joie bag, both archival designs re-defined in soft, shiny nappa with gold metal hardware and elongated straps.

Gesture, posture and style are natural expressions of personality and individuality. Clothing enhances such expression, facilitating subtle shifts in emotion and demeanour, transforming the wearer as they move through individual moments in time.

Photography: Zoë Ghertner

Creative direction: Edward Quarmby

Styling: Lotta Volkova

Cast: Ethel Cain, Charlotte Cardin, Cara Delevingne, MINNIE, Little Simz, Caitlin Soetendal

For further information:
Miu Miu Press Office
Tel +39 02 3498121
E-mail: pressoffice@miumiu.com