



Press Release

MIU MIU 2025 LEATHERGOODS CAMPAIGN

Poised portraits, posed - the new Miu Miu campaign, starring Gigi Hadid, immortalizes both the brand's emblematic matelassé and the women who hold it, through timeless imagery inspired by classic high society portraiture of the 20th century.

Following two campaigns precisely inspired by artists' work, here the wider notion of artistry shapes an aesthetic, an approach to fashion and to beauty. A feeling of art, an idea, rather than a direct response.

Photographed by Steven Meisel, each image is uniquely digitally 'painted' by hand, its subtle nuances of hue accidental and true, a genuine echo of the work of the brushstroke. Nodding to historical styles, photorealist and yet not, there is an ever-present and intriguing ambiguity - an energy of uncertainty, images caught between the mediums of painting and photography, of present and past.

Reflecting the new suede of the Miu Miu matelassé - showcased in the Wander and Arcadie handbags - these gentle images have a tactile, velvety quality, a true softness.

The portraits here are threefold - a portfolio of diverse and divergent approaches to the same universal subject matter. First, a portrait of personality - Gigi Hadid is captured against panes of vivid color. Still-lives propose object studies of the Miu Miu matelassé, the bag framed and reimagined, while motion image seems to create a video portrait, a multitude of angles capturing the process of painting these figures in the studio, alongside their own internal monologues - portraits outside, and inside.

Creative Director: Miuccia Prada

Photography: Steven Meisel

Campaign Art Direction: Edward Quarmby

Styling: Lotta Volkova

Cast: Gigi Hadid

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