

Wonderland.

Issue #77

Spring 2024

THE
ORIGINATORS

DOMINIC
SESSA

WEARS
OMEGA

GOLDENBOY

Photography by CODY LITKE
Styling by NICHOLAS MACKINNON



STYLE

THE SUNDAY TIMES

10 MARCH 2024



Add to
basket

SPRING
LOOKS
YOU CAN'T
SAY NO TO

STARRING CAMERON RUSSELL

Plus

NAVEL GAZING
BELLY-BUTTON PIERCINGS
ARE BACK (OUCH)

HEY BARBIE!
MEET THE STYLIST BEHIND
MARGOT'S HOTTEST LOOKS

Flewid

► 1 aprile 2024

PAESE :Regno unito

PAGINE :1

SUPERFICIE :1 %



FLEWID

Flewid

Game Changers v.4.1



VOLUME 8



Nikki Lilly

UK – FLEWID COVER – MIU MIU – PRESS – VOLUME 8





Sydney Sweeney's Harper's Bazaar Spain cover

SPAIN - HARPER'S BAZAAR - MIU MIU COVER - 01.04.2024



MIXTE
PARIS

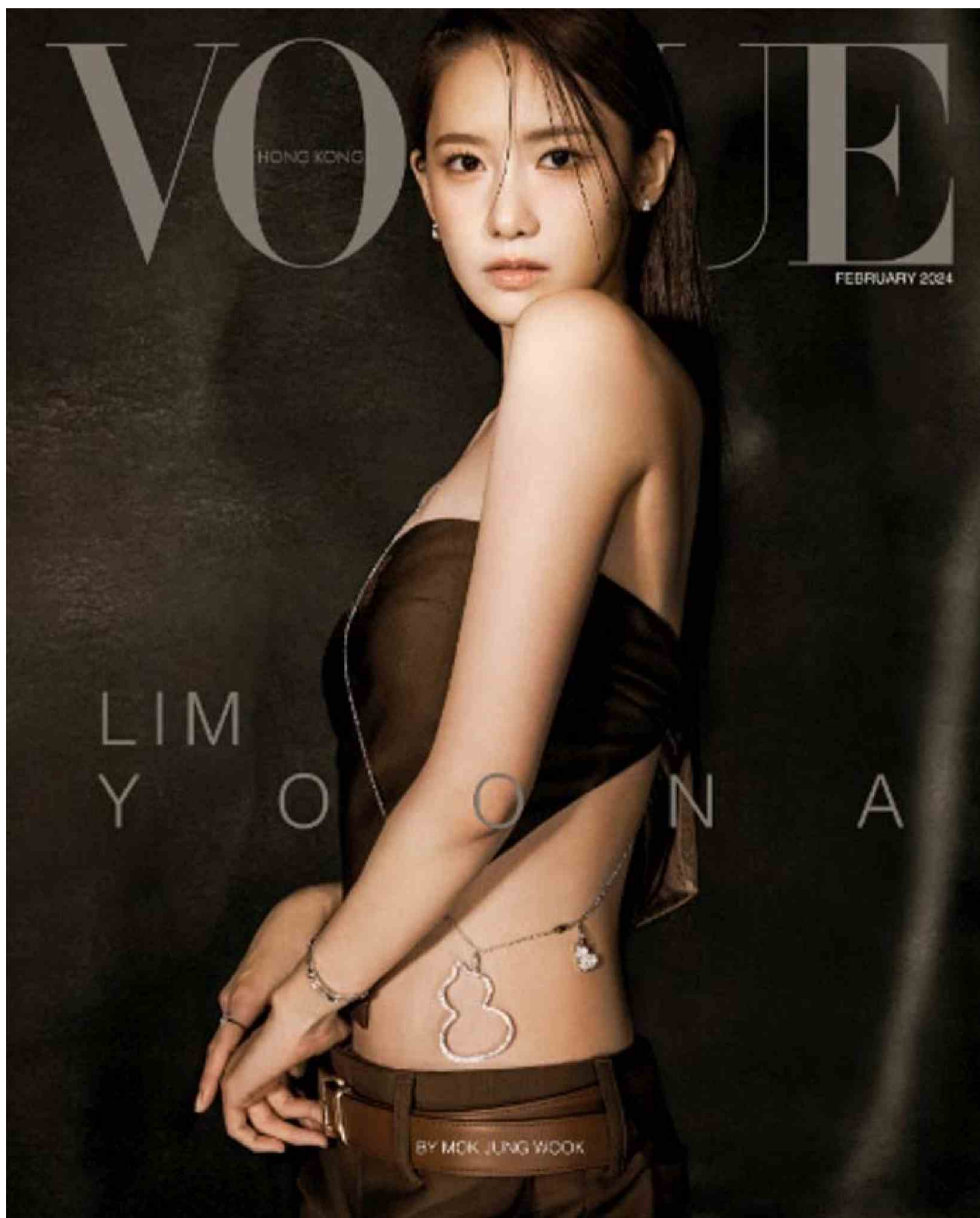
NOOR CHALFIN

ESCAPISM

0 707666 56276 0
WITH ENGLISH TEXTS

N°33
SPRING / SUMMER 2024

FRANCIA – MIU MIU – MIXTE – SPRING/SUMMER, 2024



ISSUE 23
Spring/Summer 2024

10

DAVARE

DREAM

TO

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世界时装之苑

ELLE

ELLE

FEBRUARY 2024
价格30元

吴磊 赵今麦
为爱勇敢

ELLE
WONDER
WOMEN
新年新声音
Ava Max
龚琳娜
彩虹合唱团
阿达娃

LOFTS All Around

CHINA-ELLE-MIU MIU-02.24

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为爱勇敢

新春礼物特辑
春夏时尚
性感升级

beauty
STAR

“龙”重推荐
美妆好礼

LOVE IS
All Around

ISSN 1006-1169
9 771006 116248
029

CHINA-ELLE-MIU MIU-02.24



U.S.A. – TEEN VOGUE - MIU.MIU – MARCH 2024





teenVOGUE

2024



NEW HOLLYWOOD

ARTISTS IN RESIDENCE

U.S.A. – TEEN VOGUE - MIU MIU – MARCH 2024





Gute Haut
Auf die Phase des
Contouring folgt
eine neue
Natürlichkeit.

Schaufenster
Die Presse

Kleidsam
Pelz für „Mob
Wives“ und
Pharrell bei
Louis Vuitton.

Kunst am Bau

Die neue Mode, fotografiert
in einem Geheimtipp für
Architekturliebhaber.







8 mars 8 femmes 8 voix

marie claire

Louane

*"Je suis faite d'une
mélancolie qui ne me
quittera jamais"*

et aussi...
Louise Aubery
Isabelle Carré
Marina Foïs
Camélia Jordana
Amélie Nothomb
Zaho de Sagazan
Ysaora Thibus

BEAUTÉ

Peau :
objectif
éclat

MODE

Notre best of
des accessoires
du printemps

TIKTOK

Un danger
pour les
jeunes filles ?

SANTÉ MENTALE

*Celles qui brisent
le tabou* En parler pour
aller mieux

N° 959 - AVRIL 2024
L 15511 - 959 H - F. 2,80 € - RD





KOREA - VOGUE - PRADA COVER - 01.03.24



MIU MIU

MIU MIU

ITALY - HARPER'S BAZAAR ITALIA - 3/1/2024 - Num.: 10 - Pag.: 143
Frequency: bi-monthly - Circulation: 75000



Mini abito, abito di cloqué oro, tutto MIU MIU;
fascia Albo, ARIUNA CASHMERE, ear cuff,
GIVENCHY, anello, BALMAIN, collant, FALKE.



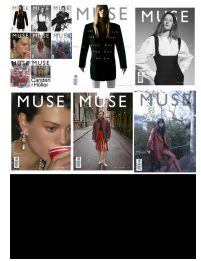


MIU MIU

MIU MIU

ITALY - L'OFFICIEL HOMMES ITALIA - 3/1/2024 - Num.: 32 - Pag.: 138
Frequency: six-monthly - Circulation: 21000



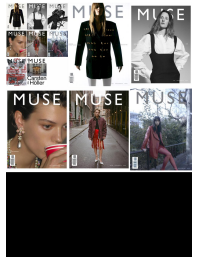


MIU MIU

ITALY - MUSE - 3/1/2024 - Num.: 63 - Pag.: 173

Frequency: six-monthly - Circulation: 49000





MIU MIU

ITALY - MUSE - 3/1/2024 - Num.: 63 - Pag.: 202

Frequency: six-monthly - Circulation: 49000



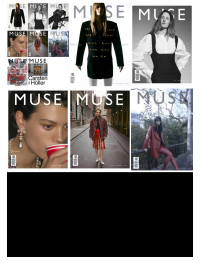
Musée JENNIFER, Make-Up GIULIA CIGARINI, Hair LUCIA MORINO, Creative Director KEVA LEBALLI, Producer of Advertising and Fashion Shows FRULLA VIGNARI, Photo Assistant GIULIA BOTTANI, QUENTIN BOTTANI, Digital Tech GIOVANNI SOFFRETTI, Fashion Assistant ALLISON

Fashion

Full look MIU MIU.

The Season

203

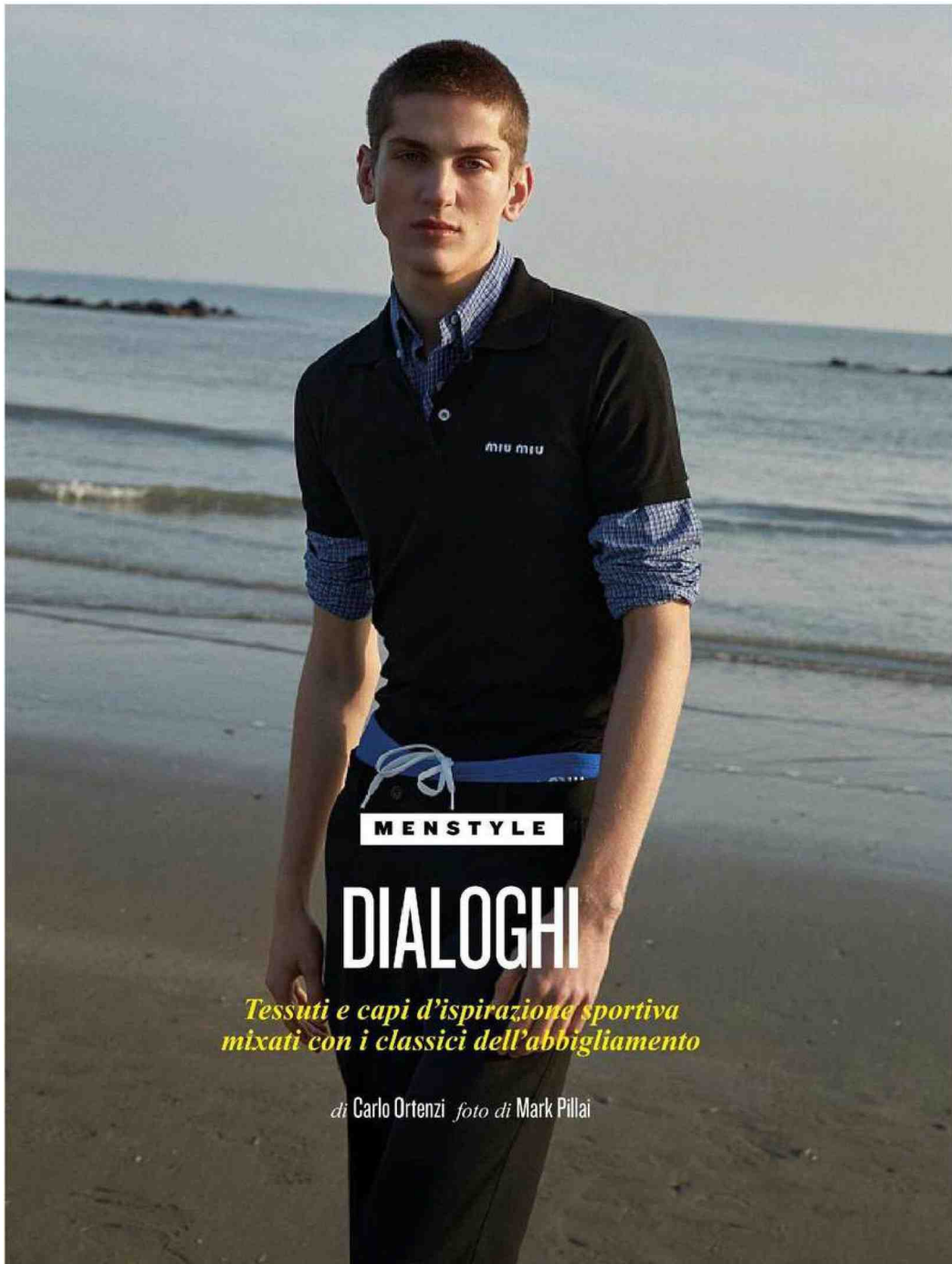


MIU MIU

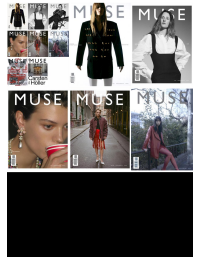
ITALY - MUSE - 3/1/2024 - Num.: 63 - Pag.: 206

Frequency: six-monthly - Circulation: 49000





MIU MIU



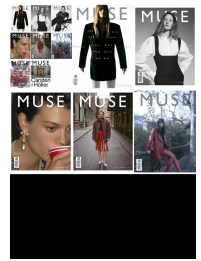
MIU MIU

ITALY - MUSE - 3/1/2024 - Num.: 63 - Pag.: 318

Frequency: six-monthly - Circulation: 49000



Full look MIU MIU.



MIU MIU

ITALY - MUSE - 3/1/2024 - Num.: 63 - Pag.: 289

Frequency: six-monthly - Circulation: 49000







Giacca di lana, polo e camicia di cotone, shorts e culotte di jersey, tutto Miu Miu.





MIU MIU

ITALY - D REPUBBLICA - 4/6/2024 - Num.: 1383 - Pag.: 83

Frequency: weekly - Circulation: 138383





MIU MIU

ITALY - IO DONNA - 3/30/2024 - Num.: 13 - Pag.: 85

Frequency: weekly - Circulation: 243780



TRUCCO E CAPELLI ALESSIA BONOTTO @ BLEND HAIR USING DAVINES AND MAKEUP USING COMFORT ZONE.

foto di Jork Weismann - styling Ulrike Lang

Giacca e gonna in
mohair, polo
e camicia in cotone,
mocassini in pelle.
Tutto MIU MIU.



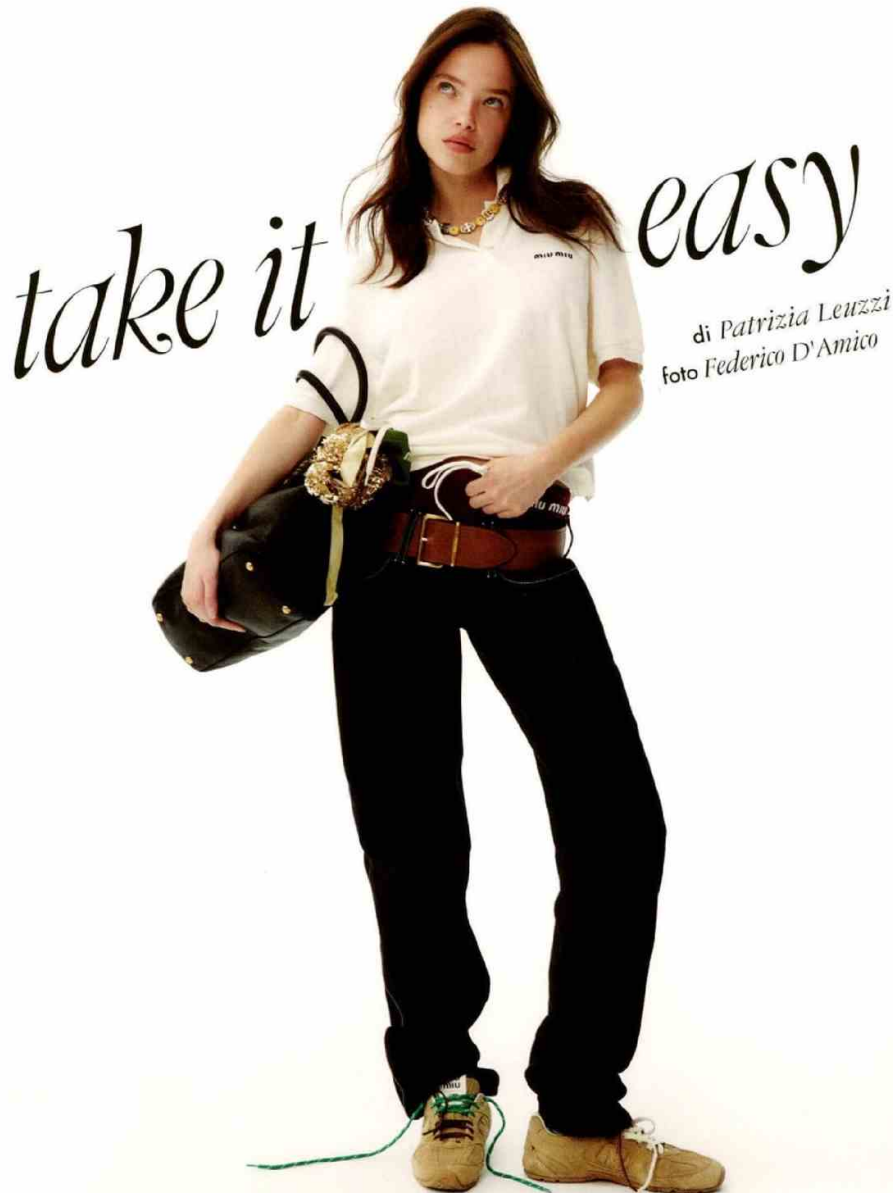


MIU MIU



MIU MIU

ITALY - ELLE - 4/10/2024 - Num.: 13 - Pag.: 74
Frequency: weekly - Circulation: 165527



Classe extra accademica. Un po' *old school*, molto collegiale e con inaspettati tocchi ladylike. In altre parole: i pezzi facili del nuovo dailywear urbano





MIU MIU

400

TEN / SPRING SUMMER 2024

UK – 10 MAGAZINE – MIU MIU – PRESS – ISSUE 72



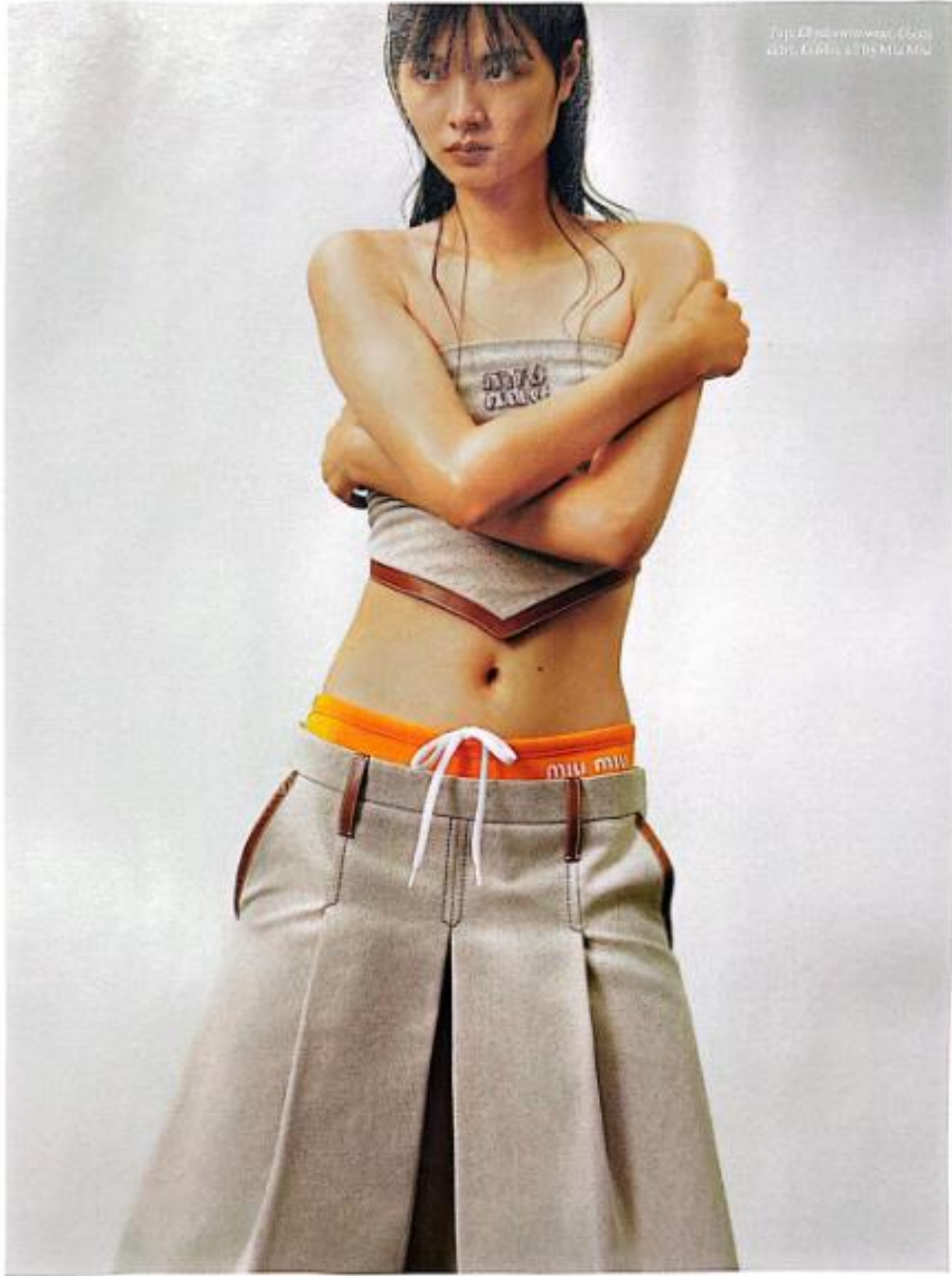


from left: Mami and Achai wear MIU MIU



UK – TANK – MIU MIU – PRESS – SPRING ISSUE

Top: £120 + swimwear £500
4390, £1,000, £170 MIU MIU



ACTION PACKED

Miuccia Prada continued to explore notions of contemporary beauty for Miù Miù with a collection punctuated by sporty swimwear that crept above the waistline (as if clothes had been slung on after a morning in the surf) and hiking-style sandals.

WRITER: JACK ROSS

Wallpaper* 063

Replica Man

PAESE :Regno unito

PAGINE :1

SUPERFICIE :1 %



► 1 aprile 2024



UK – REPLICA MAN – MIU MIU – PRESS – SPRING ISSUE



En una región de la Toscana italiana se crea, en una conjunción perfecta entre la mano y la máquina, el preciosista acolchado 'matelassé' que, desde 2006, es sello inconfundible de los accesorios de piel de Miu Miu.



MÁS QUE



ARTESANÍA

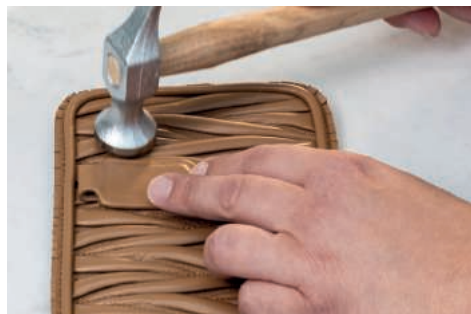
CUANDO MIUCCIA PRADA,

nietadel fundador de la casa italiana coronada con su apellido, decidió lanzar su propia marca en 1993, tenía un gran reto por delante: separar el imaginario de la firma cuyo diseño también dirigía, despuntando en ese momento en el ámbito del *prêt-à-porter* tras 80 años fabricando accesorios de piel, del de su nueva etiqueta, creada para ser un poco más libre, más fresca e irreverente. Así nació Miu Miu, su bebé creativo al que bautizó con algo tan personal como el diminutivo con el que su círculo más cercano se refería a ella desde pequeña. Desde entonces, 31 años ya, la italiana ha sabido capitanear ambos barcos hacia el éxito por separado manteniéndose, en los dos caminos, fiel a sus principios como italiana (dando a la artesanía y a la tradición el lugar que merecen), como amante del arte y la cultura, y sobre todo como mujer que viste a mujeres modernas de su tiempo.

En este camino, y con esa habilidad tan suya de crear piezas icónicas, Miuccia encontró en 2006 una de las claves de identidad de Miu Miu: el especial acabado acolchado de sus bolsos al que bautizaría como *matelassé*. Presentado en la pasarela parisina a comienzos de los dosmil, este trabajo de la piel ubica a la marca de un vistazo, a la vez que ayuda a definirla como «elegante y delicada, pero fuerte», como apuntan desde la casa; tradicional, pero moderna, por su técnica; preciosista, pero práctica. Como la mujer a la que se dirige Miu Miu.

Fabricada en Italia, en un pueblo de la Toscana llamado Valvigna, la piel *matelassé* requiere de la conjunción perfecta entre el trabajo manual de los artesanos de la región y la técnica precisa de la tecnología para lograr su exquisito acabado. La aventura comienza sobre el papel, con un boceto y el diseño de un *pattern* donde se establece el dibujo que hará el acolchado. Tras seleccionar los retales de piel, estos se trabajan manualmente para suavizarlos, se perfecciona su acabado y se tiñen en un proceso en el que se aplican varias capas de color para asegurar su densidad. En una fábrica de bordado, esos paneles de piel se acolchan según las formas establecidas, antes de volver a las manos de los artesanos iniciales. Allí,

las piezas se ensamblan a mano, dando forma a modelos como el Wander o el Arcadie, las estrellas de la casa en las últimas temporadas, o a piezas de marroquinería como monederos o tarjeteros. Los detalles finales (logo, cremalleras, asas) son el último paso, antes de llegar a las manos de quien lo compra. Alguien, seguro, tan especial como lo es el minucioso trabajo de la piel de Miu Miu. ■



La selección de la piel, el diseño del patrón que seguirá el acolchado, el minucioso bordado del mismo... son algunos de los pasos que los artesanos italianos realizan a mano para dar vida al *matelassé* de Miu Miu. A la dcha., bolso Arcadie de piel *matelassé*.



Only God
can cancel me





LENNON SORRENTI WEARS
A BLUE WOOL SWEATER WITH YELLOW PANTIES
GRAY SORRENTI WEARS A BLUE COTTON COAT
WITH RED PANTIES

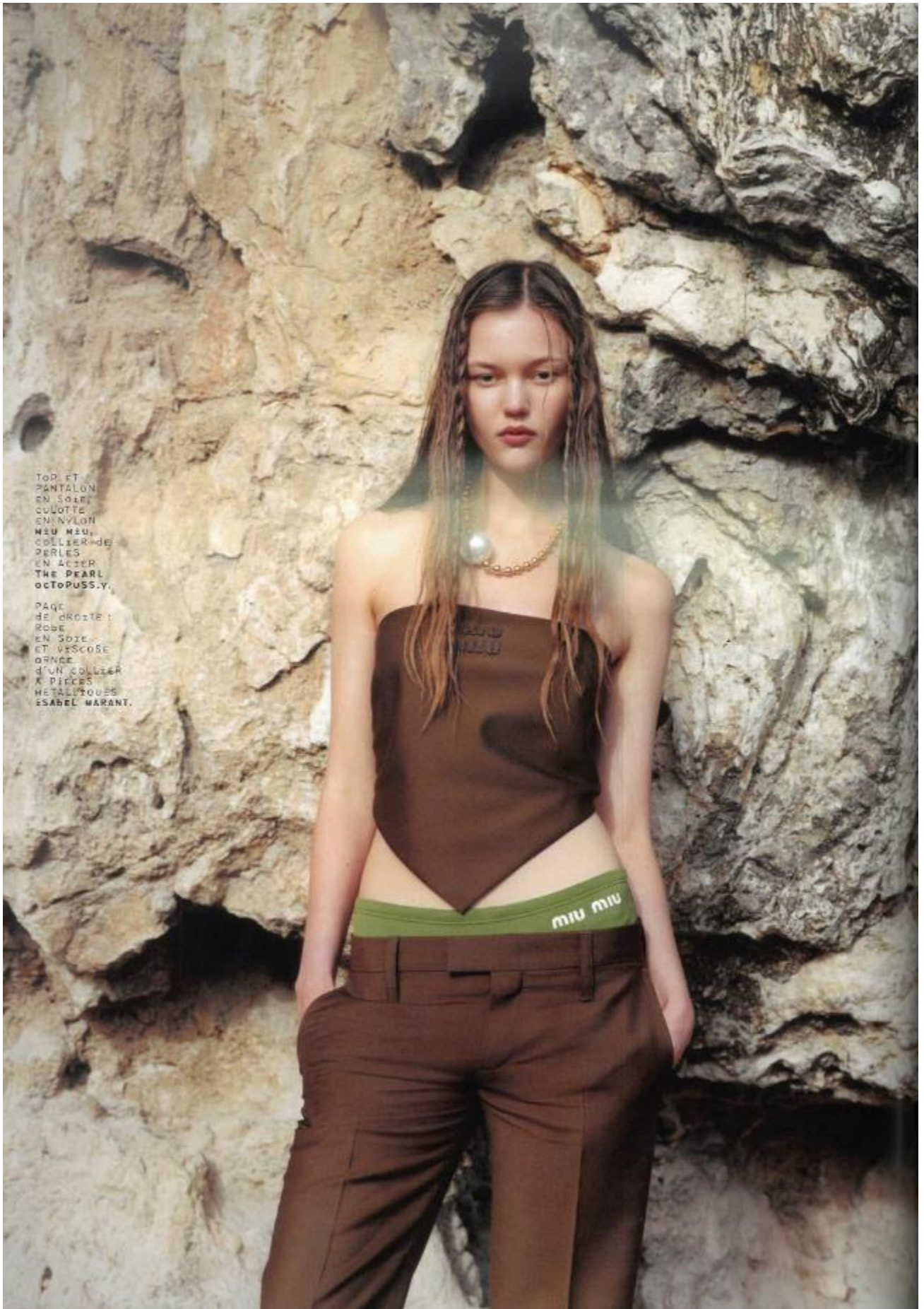
miu miu



BLACK POPLIN TOP, MATCHING SKIRT, LEATHER LOAFERS,
AND GLASSES MIU MIU WITH STOCKINGS WOLFORD

miu miu

FRANCIA – MIU MIU – PURPLE – SPRING/SUMMER, 2024



TOP ET
PANTALON
EN SOIE
CULOTTE
EN NYLON
MIU MIU
COLLIER DE
PERLES
EN ACIER
THE PEARL
OCTOPUSSY.

PAGE
DE DROITE :
ROBE
EN SOIE
ET VISCOSE
ORNEE
D'UN COLLIER
A PIERRES
METALLIQUES
ISABEL MARANT.

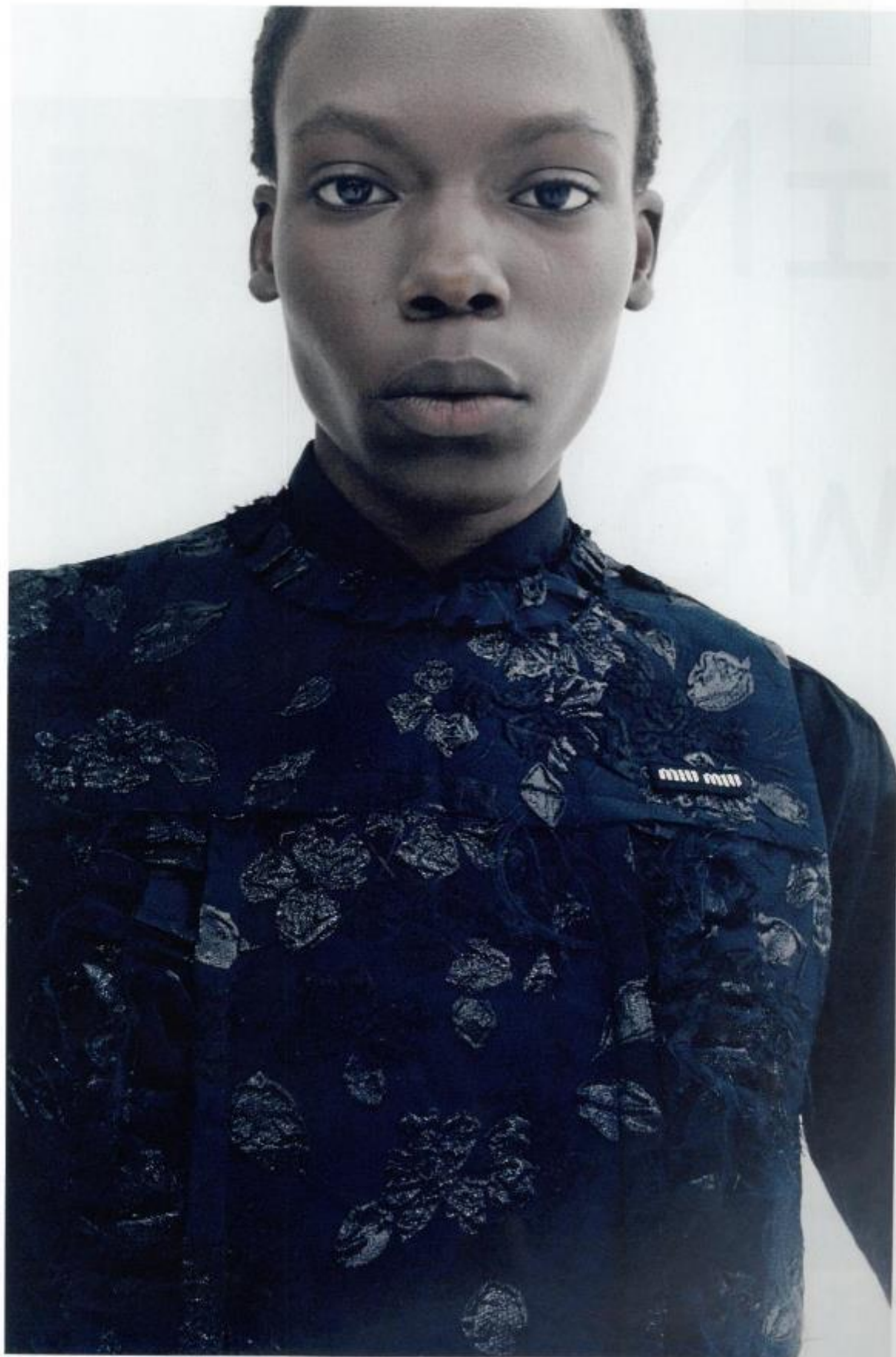


FRANCIA – MIU MIU – MIXTE – SPRING/SUMMER, 2024



MANTEAU EN GRAIN de
POUDRE, Robe POLO
EN JERSEY ET MOCASSINS
EN CUIR MIU MIU.

PAGE DE DROITE: BLAZER
EN LAINE ET BLOUSE
EN POPELINE DE COTON doré.



FRANCIA – MIU MIU – MIXTE – SPRING/SUMMER, 2024



FRANCIA – MIU MIU – MIXTE – SPRING/SUMMER, 2024



FRANCIA – MIU MIU – HARPER'S BAZAAR – MARCH, 2024





FRANCIA – MIU MIU – HARPER'S BAZAAR – MARCH, 2024



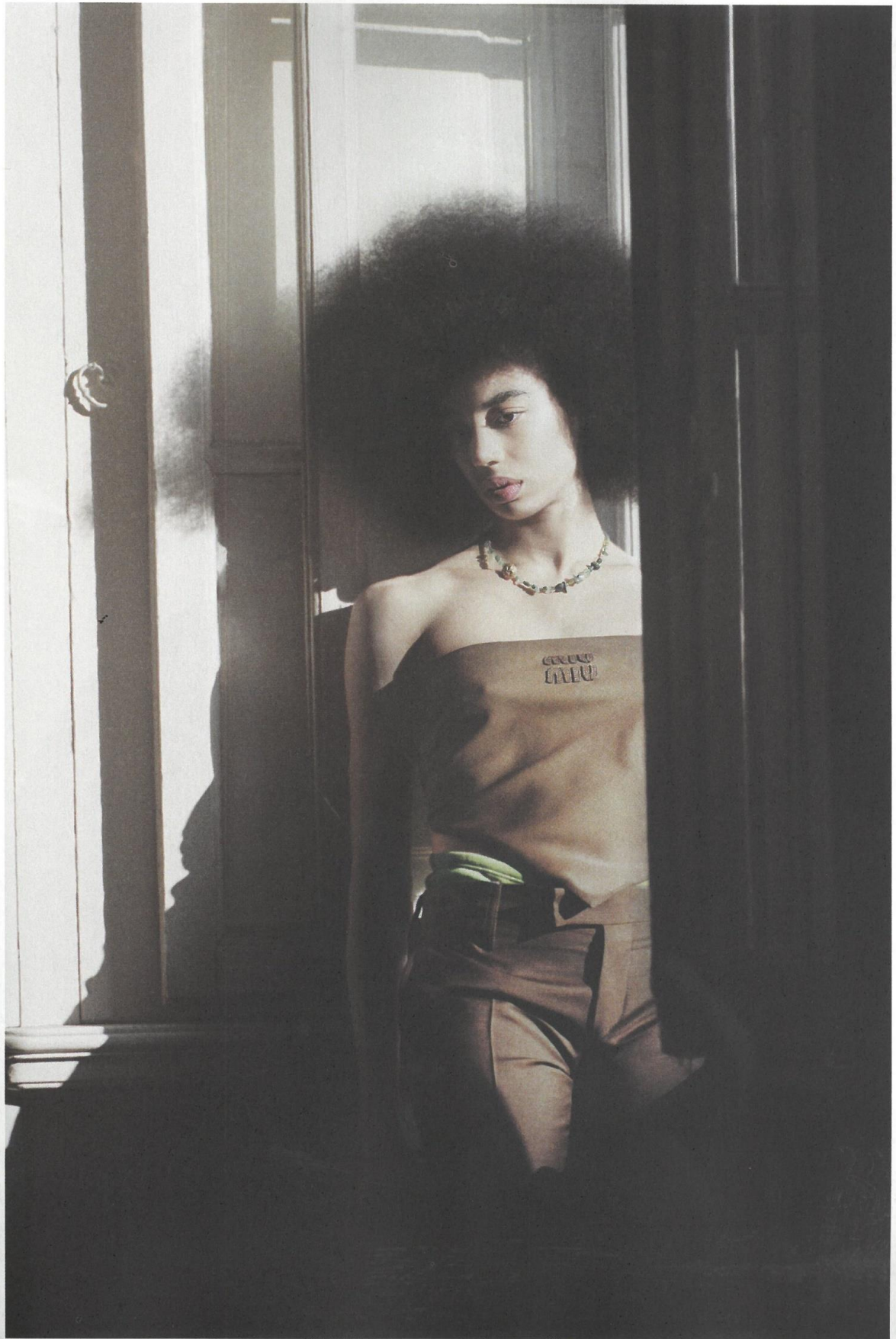


Veste et jupe en veau
velours, polo en piqué
de coton, lunettes et sac
seau, MIU MIU. Montre,
LONGINES.

FRANCIA – MIU MIU – NUMERO – MARCH, 2024

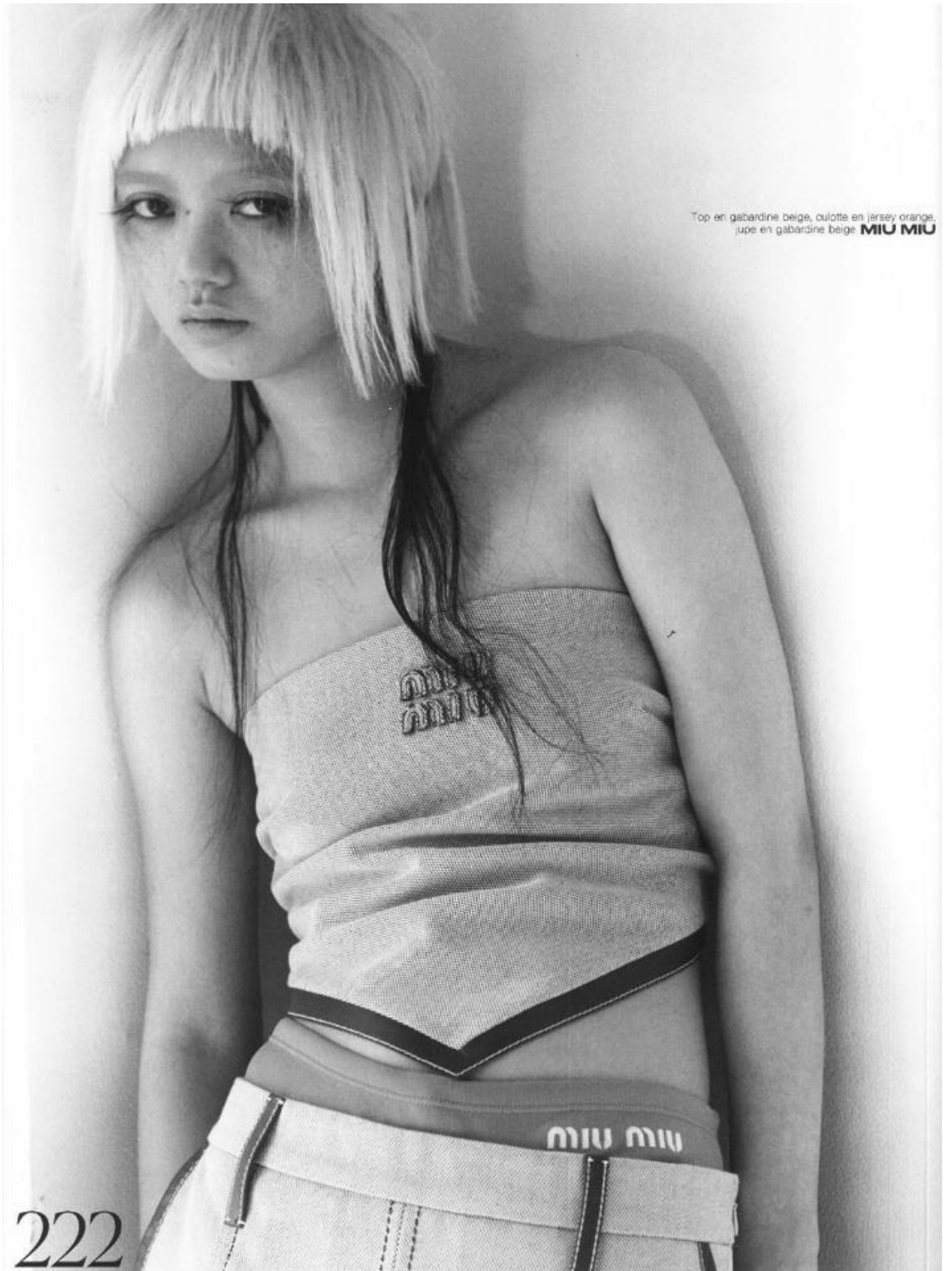


Manteau en lamé et jupe en veau velours, **MIU MIU**.
Mannequin : Tara Dobric chez Select Model MGMT. Coiffure : Anne Sofie Begtrup avec les produits Oribe chez Wise & Talented. Maquillage : Annabelle Petit chez Wise & Talented. Assistant photographe : Pietro Frizzi. Assistant réalisation : Thibaud Romain. Retouche : Camillo Bernardi. Production : Isabelle Porras. Merci à la médiathèque L'Animu de Porto-Vecchio.



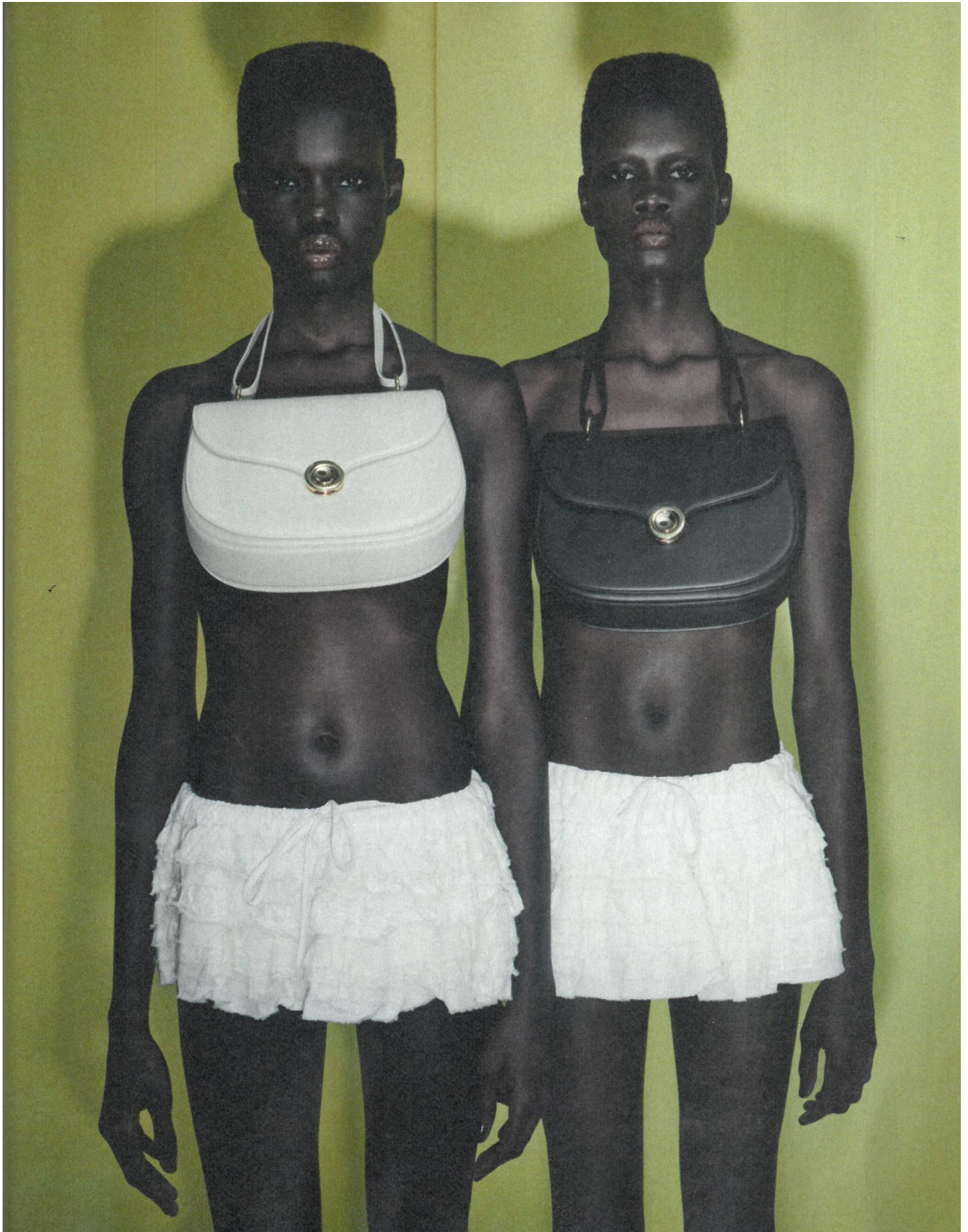


SUR CETTE PAGE—Veste, polo, chemise, bermuda, culotte et mocassins, *MIU MIU*. Chaussettes, *FALKE*.
PAGE DE DROITE—Costume en coton, *STELLA MCCARTNEY*.



Top en gabardine beige, culotte en jersey orange,
jupe en gabardine beige. **MIU MIU**

222



FRANCIA – MIU MIU – M LE MONDE – MARCH 16, 2024

Top et pantalon
en soie, slip en nylon
et ceinture en cuir
Miu Miu. Masque
oversize **Balenciaga,**
craquelés en laiton
H&M, mocassins
en cuir verni **Prada.**





Ci-contre: Polo, chemise, jupe et chaussettes, MIU MIU. Bracelet « Bee My Love » en or rose et diamants, CHAUMET. Escarpins, PRADA.
Page de gauche: Chemise, ANTIVOL PARIS; Short, MAX MARA; Ceinture, CELINE PAR HEDI SLIMANE; Escarpins, PRADA.

ELLE 29 FÉVRIER 2024

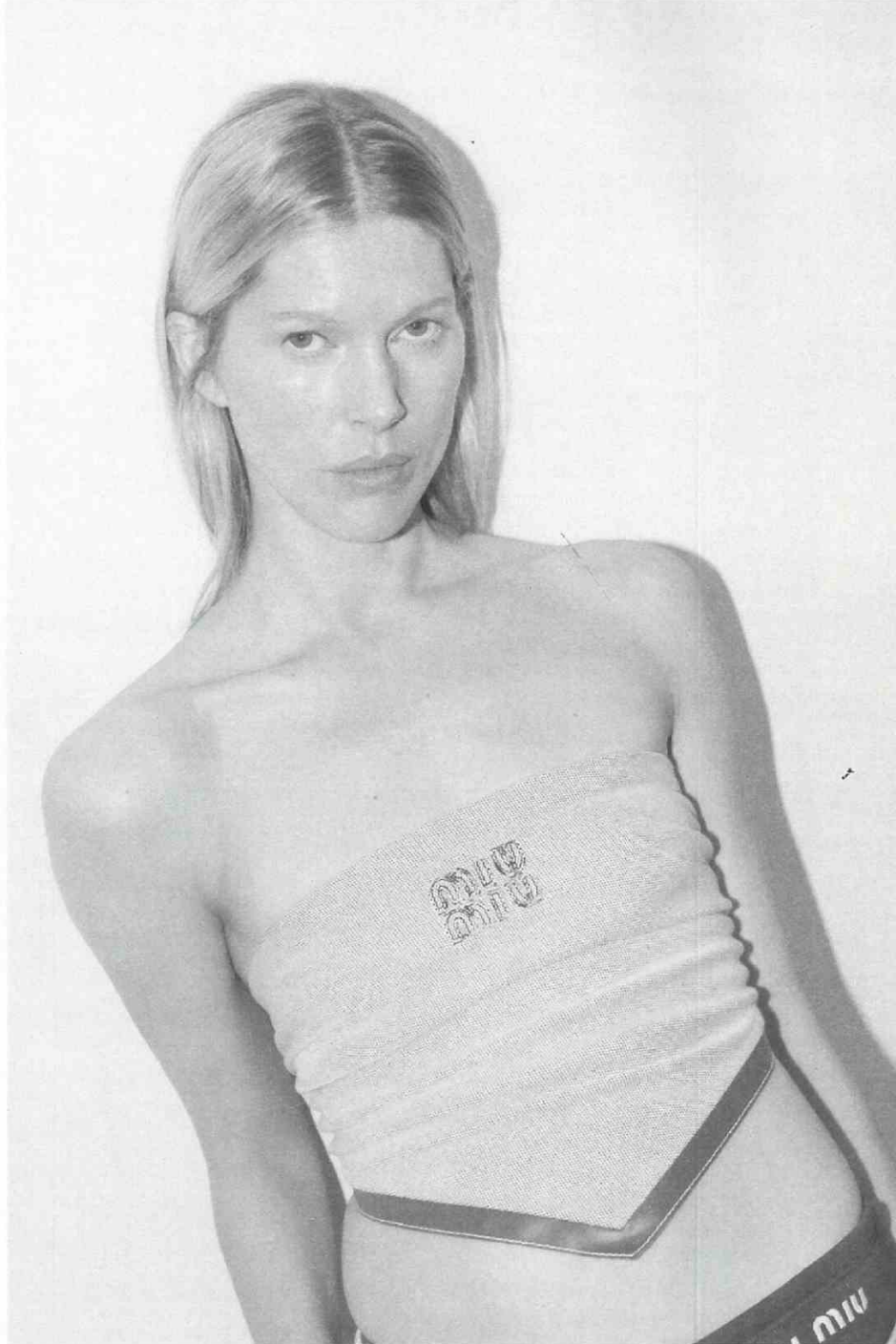
61





Veste en suède et culotte en Nylon, MIU MIU.





Top sans manches et jupe en toile, et culotte en Nylon, MIU MIU.

DAN JACKSON

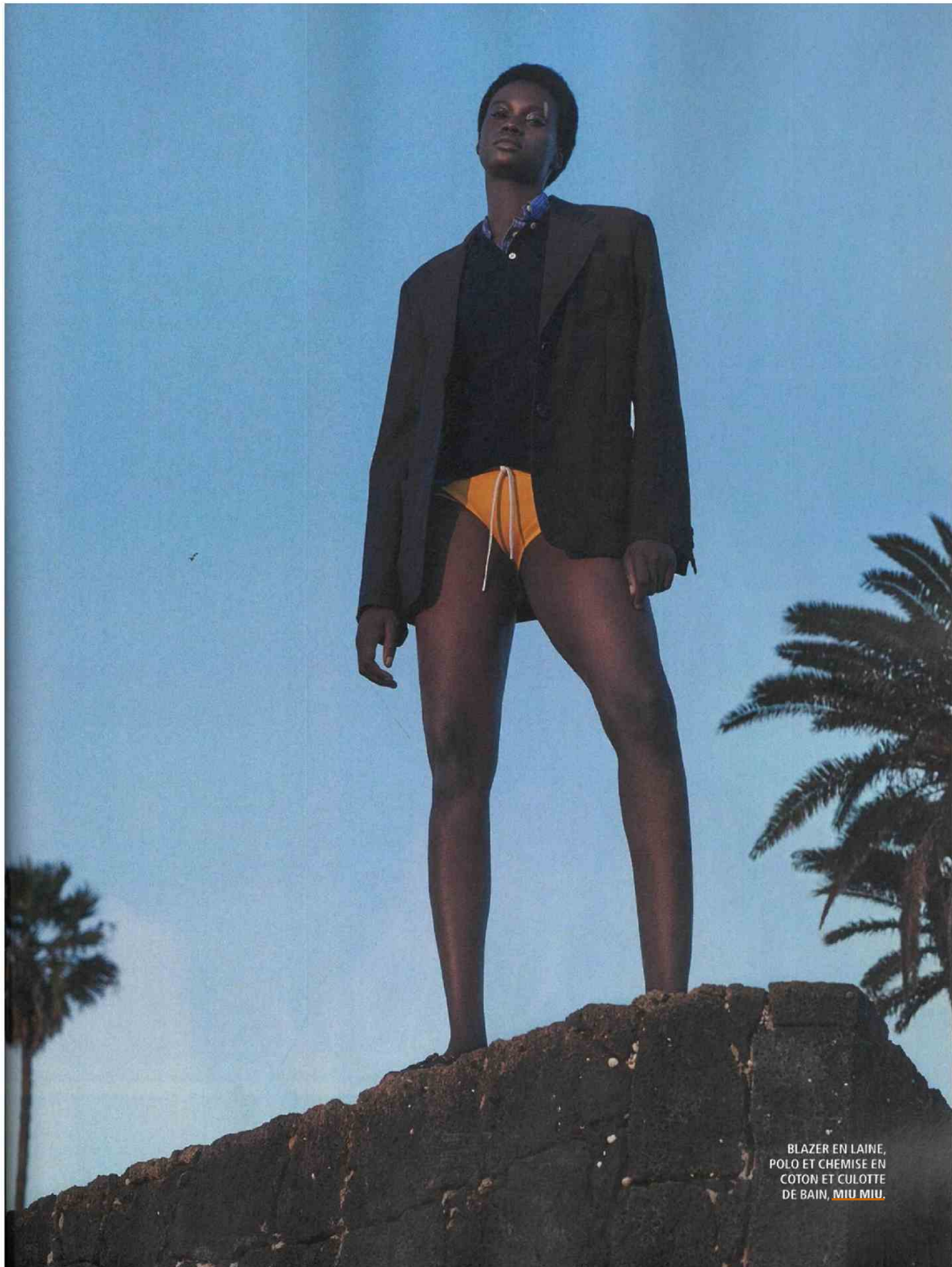




DAN JACKSON

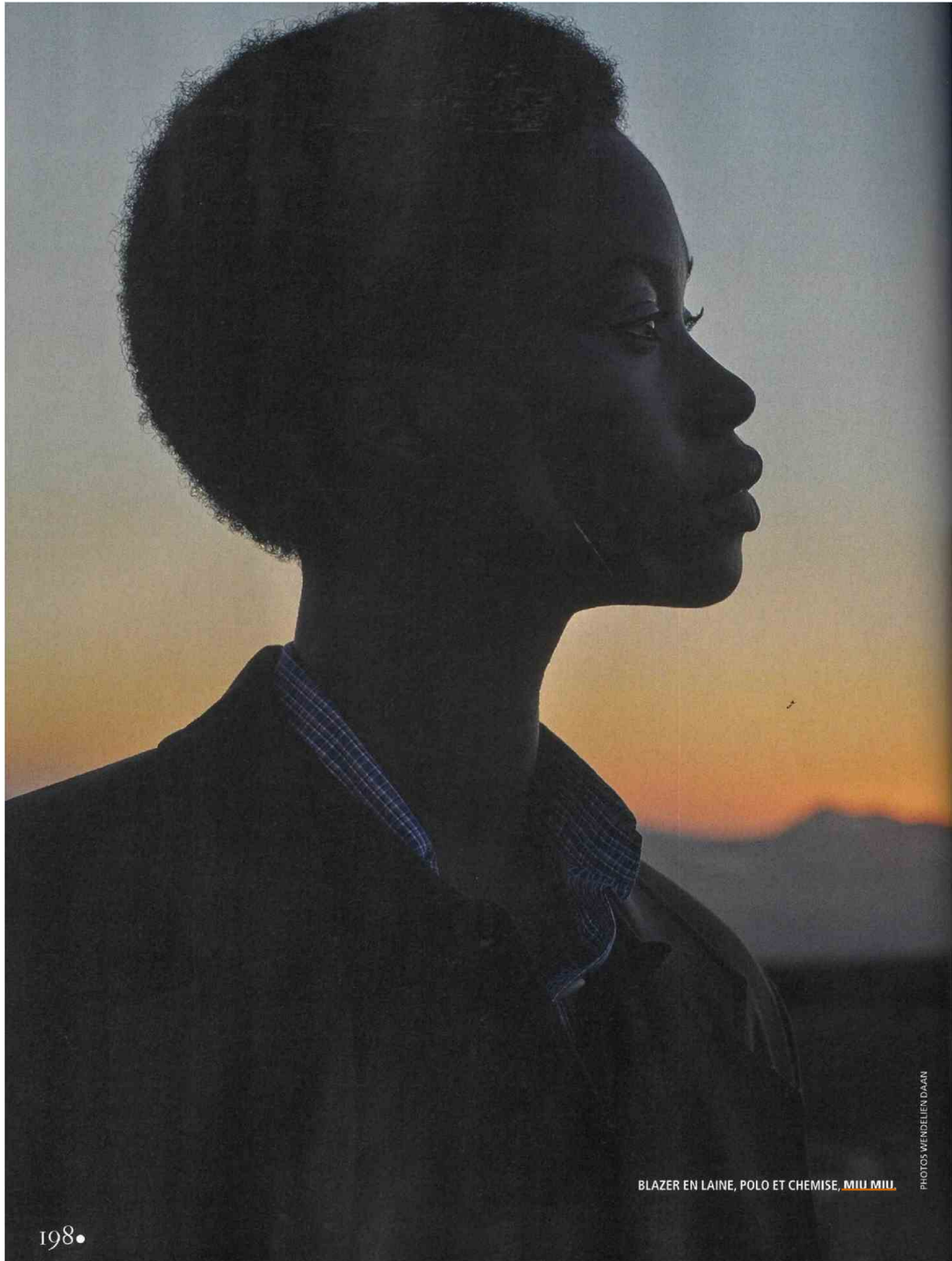
Top sans manches et jupe en toile, culotte en Nylon, MIU MIU.





BLAZER EN LAINE,
POLO ET CHEMISE EN
COTON ET CULOTTE
DE BAIN, MIU MIU.





BLAZER EN LAINE, POLO ET CHEMISE, MIU MIU.

PHOTOS WENDELLEN DAHN

198•

FRANCIA – MIU MIU – MADAME FIGARO – FEBRUARY 23, 2024







*Ratikoniski mit einer
übergroßen Henkeltasche
von COACH. Sonnen-
gelbes Tubetop und Falten-
rock, Slip und breiter
Gürtel, alles von MIU
MIU. In der Tasche liegt
ein lilä Strickpullover
von MICHAEL KORS
COLLECTION.*



*Brown Bucket
Bag aus Leder,
von MIU MIU.*



STUDIO: FEMO INDUSTRIES (L.A.); STYLING: ANNA DAVIS; PHOTOGRAPHY: LAUTARO CIGLI; MODAL ASSISTENTE: CAMILLA CHIOZ; SET DESIGN: ASSISTENTE: MARTA BELLUCCI; LA TAVOLA: LUCIANO; LOCATIONS: PIRELLA GÖTTSCHE LOWE; ADVERTISING: VALERIE SPICHT



ID-FASHION





► 1 marzo 2024

MODE



Diese Seite: Hobo Bag „Wander“ aus Matelassé-Nappaleder, mit Logo-Applikation und zusätzlichem Schulterriemen: **Miu Miu**, ca. 2000 €. Rechte Seite: „Rodeo“-Schultertasche aus Kalbsleder, mit Drehverschluss und abnehmbarem Schlüsselring: **Balenciaga**, ca. 3900 €

46 INSTYLE MÄRZ 2024



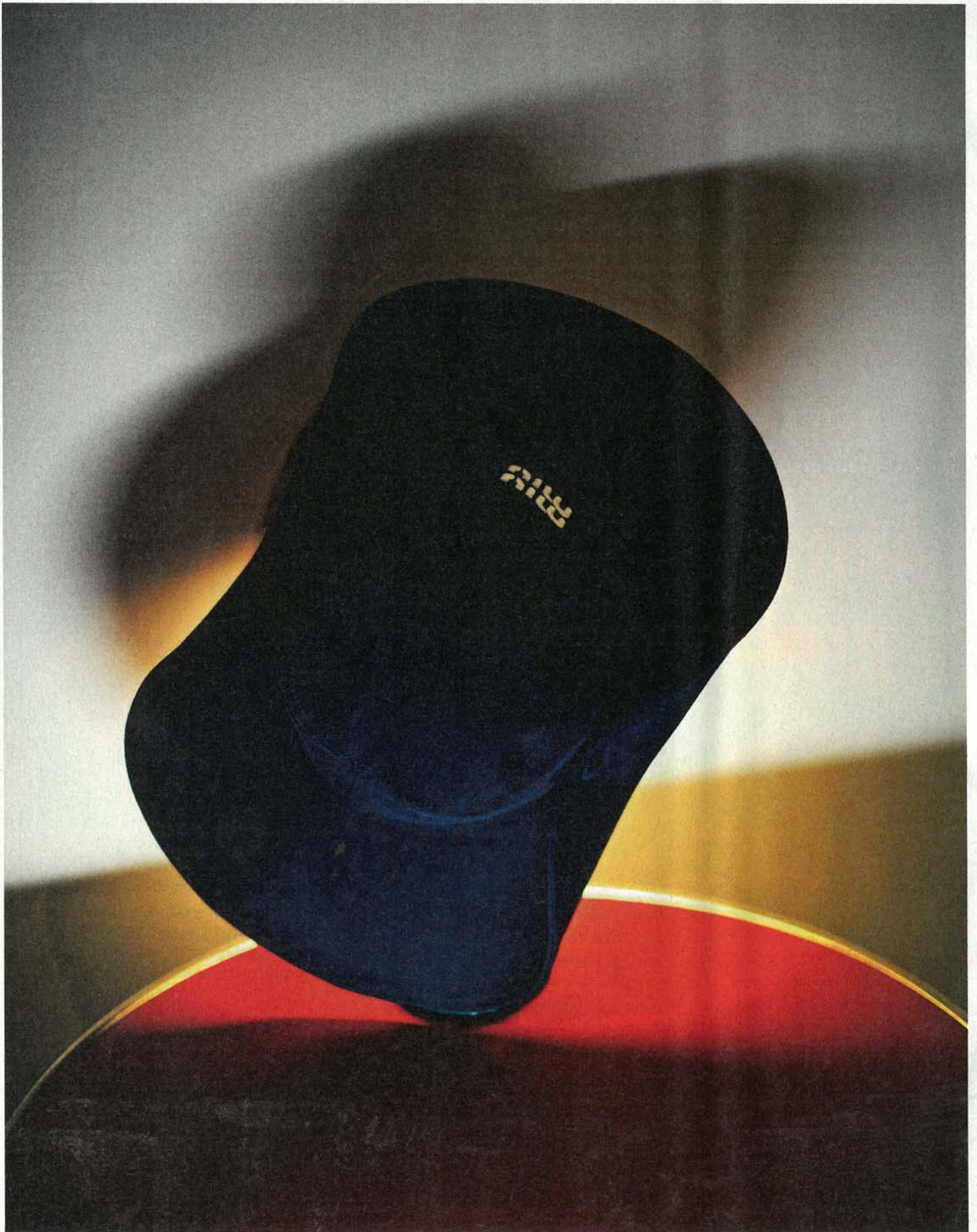


Foto Peter Langer







UK – VOGUE SCANDINAVIA – MIU MIU – PRESS – ISSUE 16

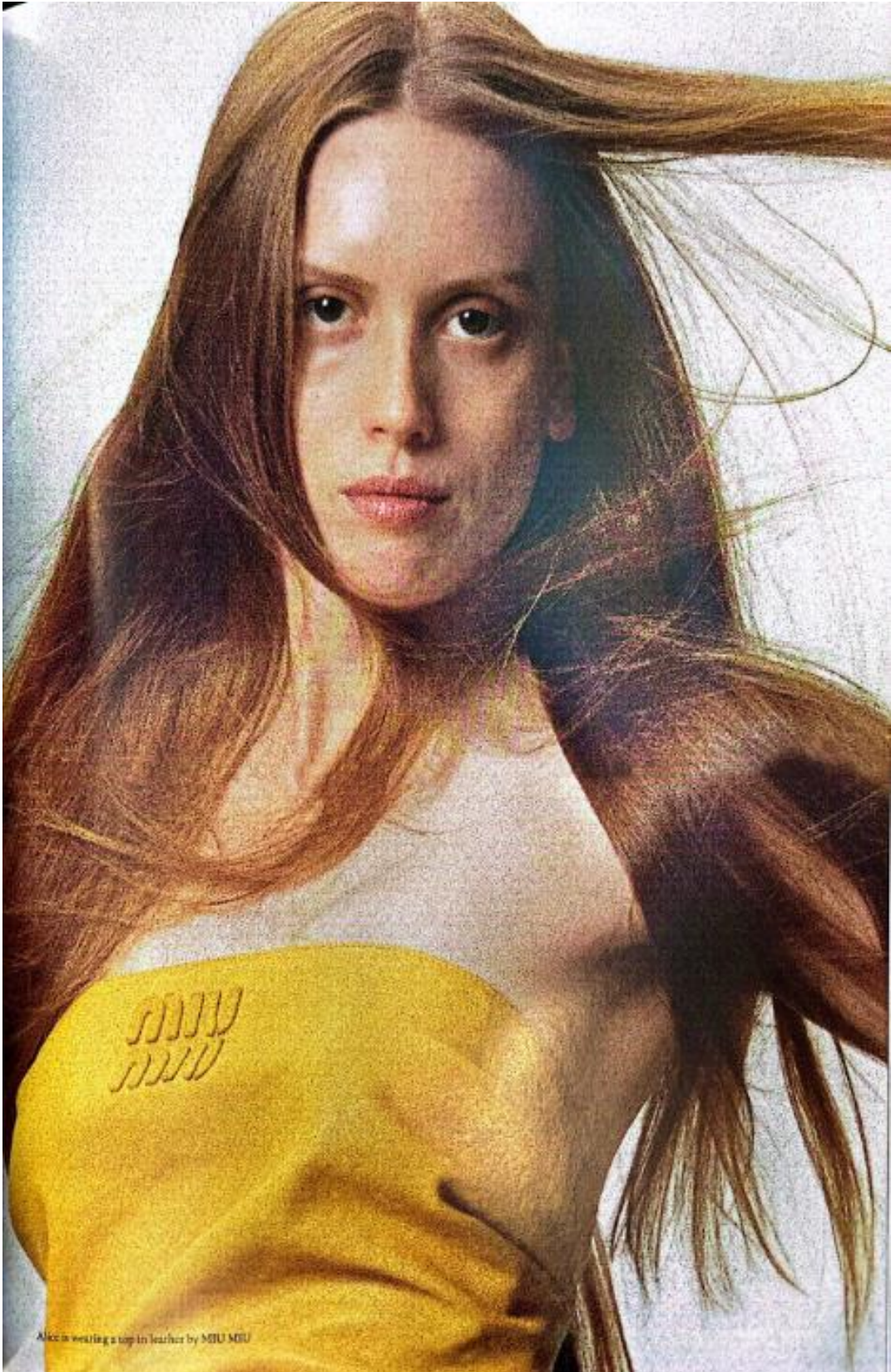




UK – WONDERLAND – MIU MIU – PRESS – MARCH ISSUE



UK – WONDERLAND – MIU MIU – PRESS – MARCH ISSUE



UK – ANOTHER – MIU MIU – PRESS – ISSUE 46



Alice is wearing a top and skirt in leather by
MIU MIU. Shoes in patent leather from THE
CONTEMPORARY WARDROBE COLLECTION



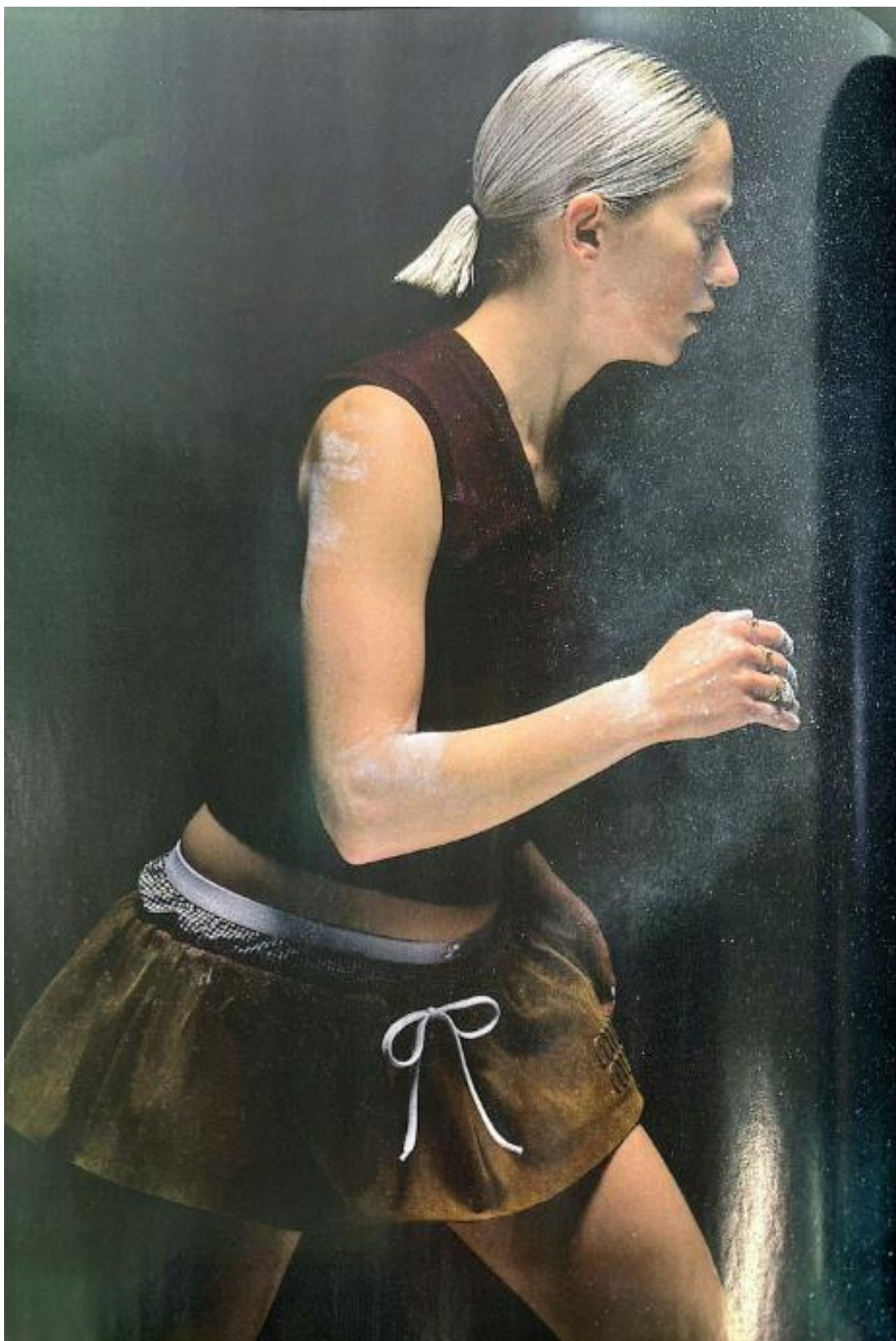
Top and skirt in canvas and leather, shorts in nylon
and belt in leather by MIU MIU. Headpiece in
cotton from NATIONAL THEATRE COSTUME
HIRE. And pumps in leather by MARSELL.



Suki

A Japanese pop musician whose smooth melodies and lyrics were featured on *Clash* and *NCA*, Suki's debut EP, *Whateer*, is featured in *Clash* and *NCA*.

"Learn to know yourself, improve your skills by practising, get rid of the stage fright and get used to speaking in public."



UK – DAZED – MIU MIU – PRESS – ISSUE 283







UK – ANOTHER – MIU MIU – PRESS – ISSUE 46



The BALLERINA

MIU MIU's iconic ballerinas are back this season in a range of hues including these in pastel blue satin with a caramel elastic band with logo.

Shirt, Polo Shirts, Swimsuit, Skirt & Belt, Miu Miu
Richelieu Shoes, Church's X Miu Miu
Socks, Adidas Originals
Earrings, Jil Sander



Rijal

PAESE :Libano
PAGINE :1
SUPERFICIE :1 %



► 1 febbraio 2024



سيرة طويلة من
"ميو ميو" MIU MIU
حذاء من "كريستيان لوبوتان"
CHRISTIAN LOUBOUTIN

ARABIA SAUDITA - HIA - MIU MIU - 01.02.24



Tutti i diritti riservati

W (US)

PAESE :Stati Uniti
PAGINE :1
SUPERFICIE :398 %
PERIODICITÀ :Mensile□□

► 1 marzo 2024



U.S.A. – W - MIU MIU – V2 2024



○ Tutti i diritti riservati

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► 1 marzo 2024



U.S.A. – W - MIU MIU – V2 2024



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► 1 marzo 2024



U.S.A. – W - MIU MIU – V2 2024



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► 1 marzo 2024



U.S.A. – W - MIU MIU – V2 2024

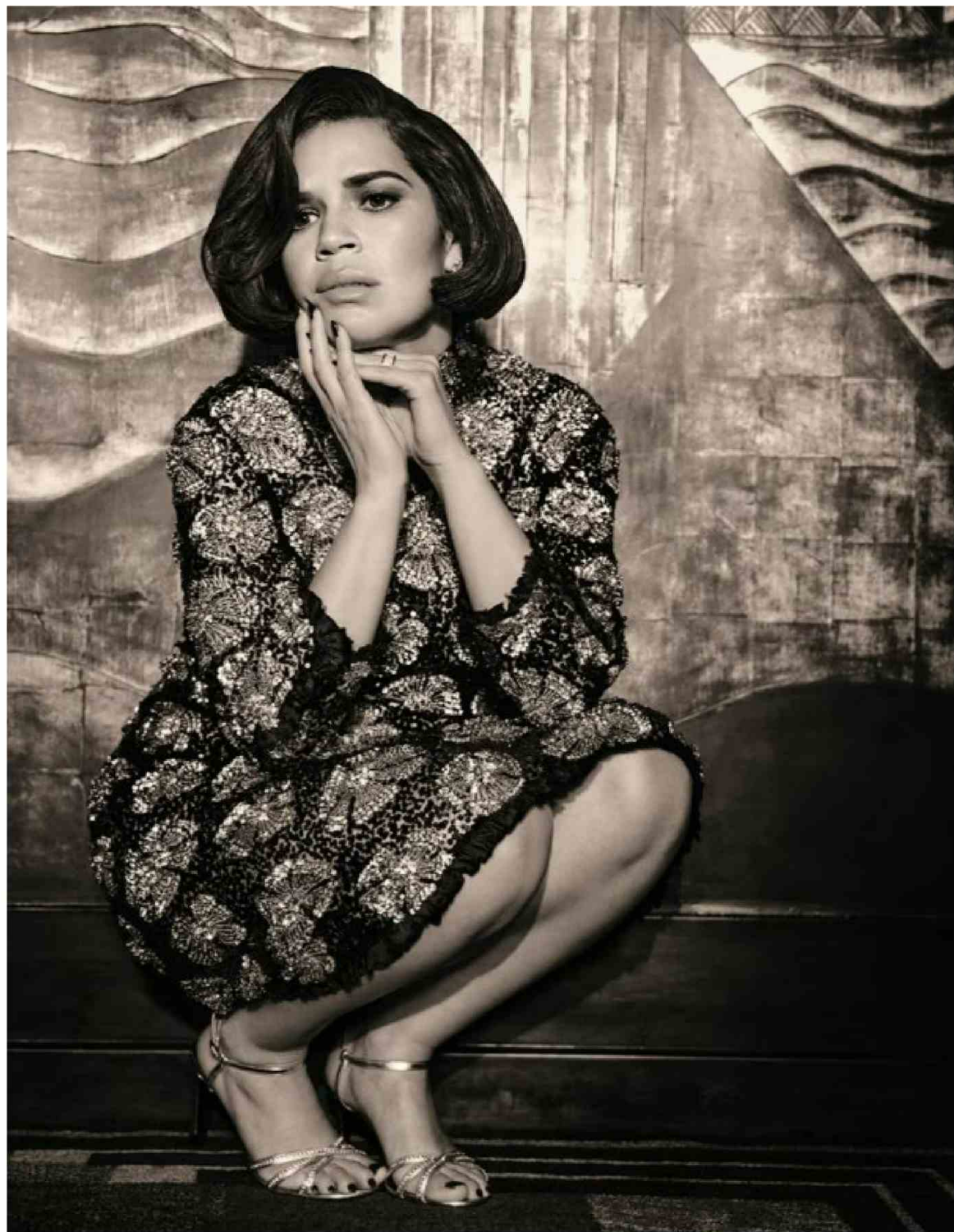


W (US)

PAESE :Stati Uniti
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PERIODICITÀ :Mensile□□



► 1 marzo 2024



U.S.A. – W - MIU MIU – V2 2024







► 1 aprile 2024



U.S.A. – VOGUE - MIU MIU – APRIL 2024





CARRIED AWAY

Have earbuds, a change of shoes, and a fetching assortment of purses, will travel. **Miu Miu** bag; miu.com; **Acne Studios** dress.



U.S.A. – V - MIU MIU – MARCH 2024

Odda

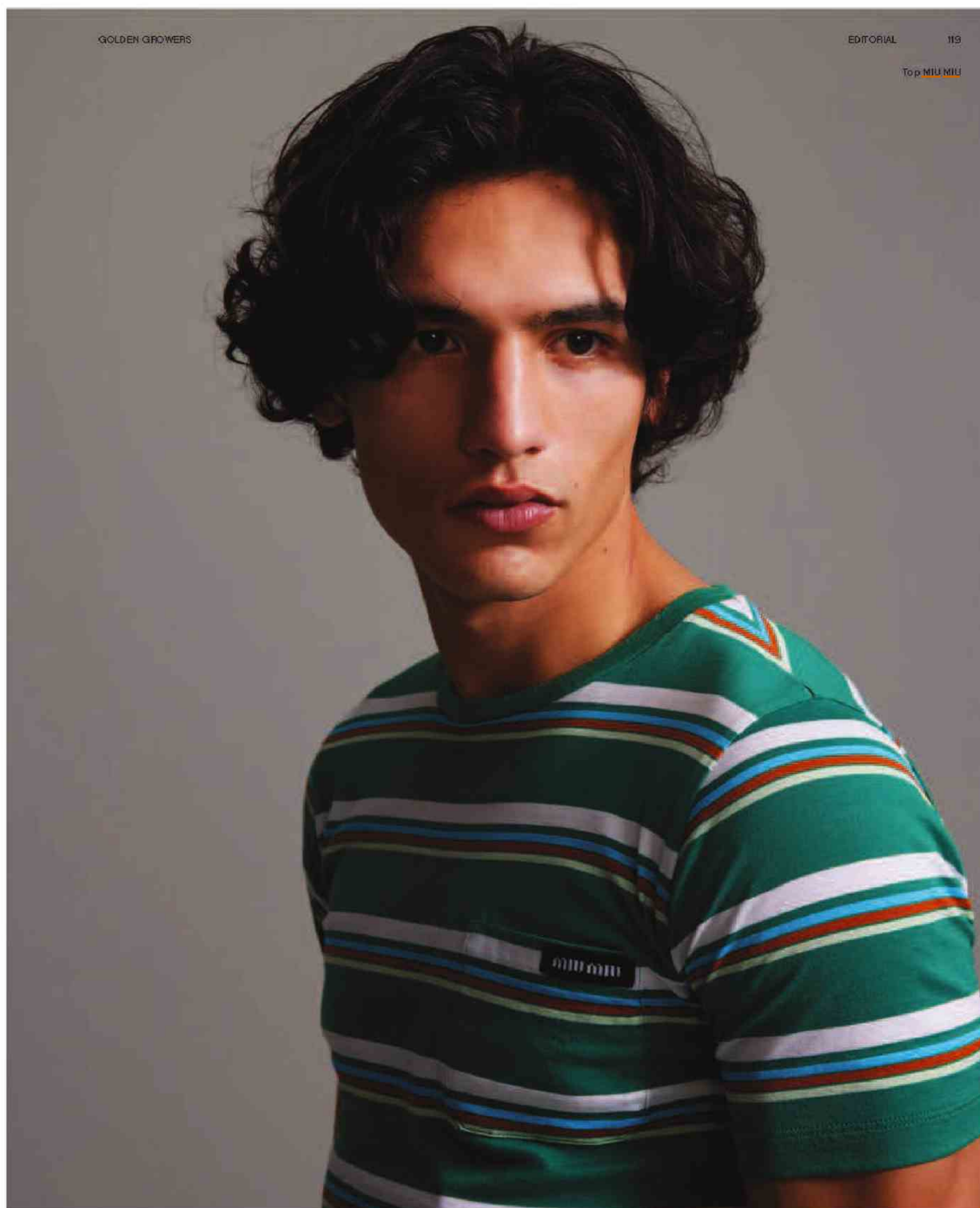
PAESE :Stati Uniti

PAGINE :1

SUPERFICIE :6 %



► 1 marzo 2024



U.S.A. – ODDA - MIU MIU – 26



○ Tutti i diritti riservati

Odda

► 1 marzo 2024

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PAGINE :1

SUPERFICIE :6 %



U.S.A. – ODDA - MIU MIU – 26



Odda

PAESE :Stati Uniti

PAGINE :1

SUPERFICIE :6 %

► 1 marzo 2024



U.S.A. – ODDA - MIU MIU – 26



Odda

PAESE :Stati Uniti

PAGINE :1

SUPERFICIE :6 %



► 1 marzo 2024



GOLDEN GROWERS

EDITORIAL

133

Coat MIU MIU
Socks ST/USP's OWV
Shoes BIANCA SAUNDERS

U.S.A. – ODDA - MIU MIU – 26



○ Tutti i diritti riservati

Odda

PAESE :Stati Uniti

PAGINE :1

SUPERFICIE :6 %

► 1 marzo 2024



U.S.A. – ODDA - MIU MIU – 26



○ Tutti i diritti riservati



► 1 marzo 2024

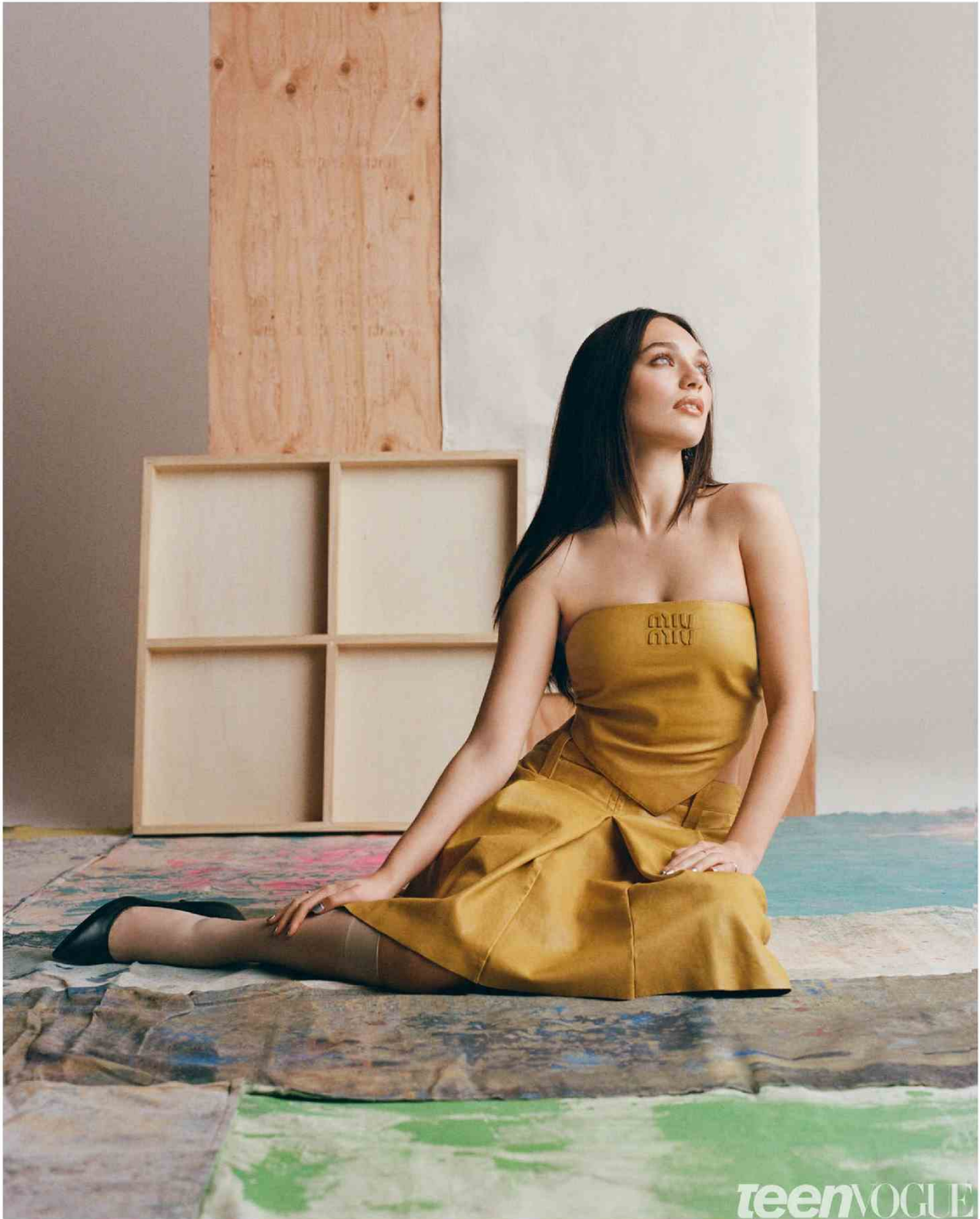


U.S.A. – TEEN VOGUE - MIU MIU – MARCH 2024





► 1 marzo 2024



U.S.A. – TEEN VOGUE - MIU MIU – MARCH 2024





► 1 marzo 2024



U.S.A. – MARIE CLAIRE - MIU MIU – COVER – MARCH 2024





► 22 febbraio 2024



U.S.A. – NYLON – MIU MIU – 22 FEBRUARY 2024





WANT



ISSUE 32 ACCEPTANCE

Aleyna Caren and Margaux wear MIU MIU Photographed by Paola Kudacki

Hello, "VOGUE HOUSE" Beijing



抹胸、短裤、半裙 均为Miu Miu;鞋 Zhong Zixin



计划晚上外出狂欢相比用海盐喷雾打理发型,不妨换上Miu Miu的短款polo衫,打造奢华运动风。带袖口细节细条纹西装外套、针织棉/丝polo衫 均为Miu Miu; 宽松长裤 MM6 Maison Margiela

143



黑色花朵帽子 Bueriangma;
淡绿色连衣裙 Miu Miu; 耳环
Moh; 黑色腰带 Saint Laurent

封面故事 *Cover Story*



赵今麦 黑色Polo上衣、蓝色衬衫、拉链夹克、针织衫裤、半裙均为Miu Miu
吴磊 深蓝色Polo上衣、蓝色衬衫、长裤均为Miu Miu

CHINA-ELLE-MIU MIU-02.24

Cover Story 封面故事



金色刺绣外套Miu Miu

CHINA-ELLE-MIU MIU-02.24



深蓝色Polo上衣, 蓝色衬衫, 西装夹克, 针织短裤, 短裤, 凉鞋 均为Miu Miu



每一个新的角色，
都能带给我一种全新的体验，
这种感觉让我紧张，也带给我刺激。

—— 赵今麦

Top、长裤、绿色针织短袜均为Miu Miu



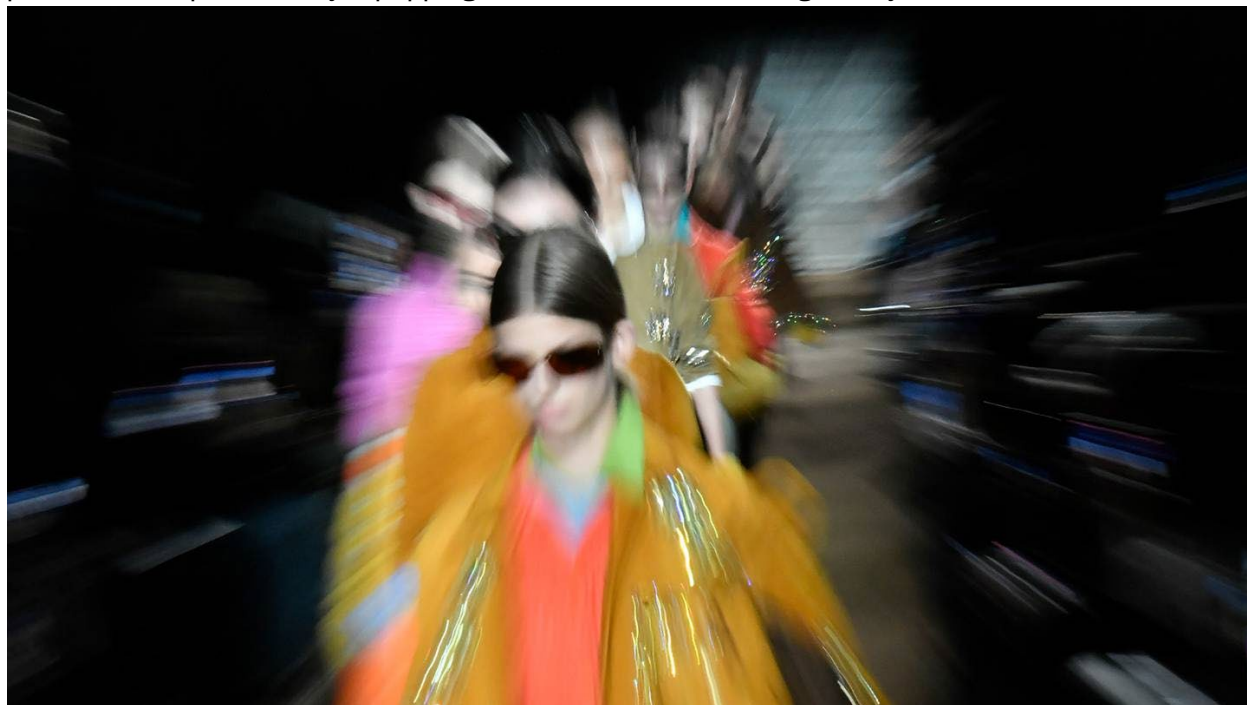
深蓝色Polo上衣、蓝色衬衫、西装夹克、针织短褲、短褲 均为Miu Miu

CHINA-ELLE-MIU MIU-02.24

LUXURY

The Strategy Behind Miu Miu's Explosive Growth

How did Miu Miu grow by 58 percent last year? CEO Benedetta Petruzzo breaks down the plan that has powered eye-popping acceleration in a slowing luxury market.



Growth at Prada's Miu Miu label is far outpacing the wider luxury market: retail sales were up 58 percent in 2023, and accelerated by an eye-popping 82 percent in the fourth quarter. (Getty)

By

- [RACHEL SANDERSON](#)

11 March 2024

[BoF PROFESSIONAL](#)

KEY INSIGHTS

- Growth at Prada's Miu Miu label is far outpacing the wider luxury market: retail sales were up 58 percent in 2023, and accelerated by 82 percent in Q4.
- The brand's success is due to a product and styling revamp that speaks to a broad church of consumers, "conversational" pieces and strengthened operations.
- CEO Benedetta Petruzzo, who joined in 2020, is convinced Miu Miu is just starting its growth spurt.

MILAN — To understand the business momentum and aspirations of Prada's Miu Miu label, there's no better place to start than **the runway show** it staged on the last day of Paris Fashion Week.

Designer Miuccia Prada sent out a lineup of wearable looks, referencing life's many stages, from girlhood to adulthood, on a cast that included Gigi Hadid, 28, and Kristin Scott Thomas, 63.

Originally conceived as a youthful sibling to grown-up Prada, Miu Miu, which last week reported retail sales that were up 58 percent in 2023, has in recent years turned its little sister positioning on its head, opting for a new strategy that speaks to a broader church of customers.

"The point is you can choose what you wear," Miuccia Prada said after the show. "I have to decide every morning if I am going to dress as I was as a 15-year-old girl or the lady I am today."



Miu Miu's Autumn/Winter 2024 show featured a lineup of wearable looks on a cast that included 63-year-old Kristin Scott Thomas. (Getty)

The offering has become not only ageless, but increasingly genderless, too. Today's Miu Miu aims to "speak to a universe of people," said the brand's chief executive Benedetta Petruzzo, herself a thirty-something, in Milan the day after Prada Group released its latest set of results.

"The opening up of the casting of the runway show says a lot," Petruzzo added. "It says: I know the rules and I will have fun subverting them. There's a joie de vivre about it. It's a youthful energy linked, not to age, but to attitude."

In other words, it's more about psychographics than demographics. And while Miu Miu's brand is still about the younger, freer, less conceptual side of Mrs Prada, the clothes and styling have changed dramatically in recent years, in part due to the arrival of super-stylist Lotta Volkova.

It was during the pandemic lockdowns that the revamp started in earnest, according to executives. And last week's results showed that the project is gaining pace: retail sales accelerated by 82 percent in the fourth quarter with strong momentum in China and the rest of Asia. EBIT margin improved to 22.5 percent of revenues.

Growth, said Petruzzo, is “transversal; it’s happening across products and geographies.” Miu Miu now accounts for 15 percent of sales of Prada Group compared with 12 percent in 2022.

“Miu Miu has always had a strong potential. It’s the most free expression of Signora Prada,” Petruzzo added. “The strategy from here is clear: we keep going in this direction.”

How to keep up the pace in a year when the steam has come off luxury’s post-pandemic boom is the challenge. But Petruzzo is convinced Miu Miu is just at the start of its growth spurt.

There is room to grow, in large part, because the brand is stretching its customer base. Miu Miu’s historical positioning as the sister brand of Prada means its core customers skew younger. Some two-thirds are millennial and Gen Z. But millennials are getting older, so Miu Miu has made a point of speaking to those with a “youthful attitude” and that means more than aging millennials.

That’s reflected in the retooled product offering. Miu Miu’s viral micro-miniskirt is one of the brand’s top-sellers. But so, too, is a cashmere cardigan. Miu Miu is building its offer on both trend pieces and wearable riffs on preppy daywear. “We are biker boots to ballerinas,” said Petruzzo.

The brand is also building out key product categories, crucially in all-important leather goods with the launch of its Arcadie bags, and via collaborations like Church’s X Miu Miu brogues and a tie-up with New Balance.

Another key part of the strategy is “about starting conversations,” said Petruzzo. In other words: generating earned media mentions to telegraph the brand to a bigger potential audience.

Miu Miu’s micro-mini for Spring/Summer 2022 was a media sensation, its slashed hem a howl of liberation after the dark days of Covid-19 lockdowns. It landed on scores of celebrities and magazine covers, and helped drive demand for mini skirts to a three-year high, according to Lyst.



Miu Miu's micro mini for Spring/Summer 2022 was a viral sensation, part of a strategy designed to start conversations that give the brand visibility beyond its marketing budgets. (Vanity Fair)

Critically, you didn't actually need to buy Miu Miu's skirt to participate in the conversation — you could slash your own skirt at home and still feel part of the moment. It's all part of a strategy to create more noise than the brand's present marketing budgets would otherwise allow.

Creating a solid foundation for growth is crucial not just for Miu Miu, but also for Prada Group, which needs the greater stability of a multi-pillared business in an increasingly ferocious competitive environment dominated by the financial firepower of French luxury colossus LVMH. Sales at Prada Group, which also includes Prada, Church's, Car Shoe and patisserie chain Marchesi 1824, rose 17 percent in 2023 to €4.7 billion. By comparison, LVMH's fashion and leather goods division generated sales of €42.1 billion last year.

Less eye-catching than the micro-miniskirt but also crucial to Miu Miu's success has been a push to strengthen the operational side of the group. Prada co-founder Patrizio Bertelli, during the company's latest earnings call, described Miu Miu's

recent success as the result of “strategic choices made over the last few years in product communication, distribution and human resources.”

Petruzzo’s arrival as chief executive for Miu Miu, the first time the brand has had a dedicated executive, is emblematic of that change. A former Bain management consultant who worked at Kering, most recently as its US executive vice president of eyewear, she joined Prada in 2020. The appointment was part of the broader managerialisation of Prada Group that’s taken place since 2017 when Lorenzo Bertelli, son of Mrs Prada and Mr Bertelli, joined the family company to lead marketing and communications.



Benedetta Petruzzo, who joined Miu Miu as CEO in 2020, is the label’s first dedicated executive. (Courtesy of Miu Miu)

The group’s executive team also includes Paolo Zannoni, a former Fiat and Goldman Sachs executive who serves as executive vice chairman. Andrea Guerra, another veteran executive who led eyewear giant Luxottica for a decade and was most recently a senior manager at LVMH, **became CEO of Prada Group** in 2023.

Petruzzo defines her team today as being “not necessarily bigger, but there is more definition,” both in terms of roles and in its separation from the Prada brand. After several years of exits from Prada, it’s a telling break from the past that Petruzzo

describes Miu Miu's staff as "solid and motivated." "We are feeling empowered to take this path of strong growth," she said.

It's helping momentum, too, that tourism is finally coming back to Europe. Chinese and Americans are returning to the region, according to Prada executives. On a visit this past Saturday, Miu Miu and Prada's flagship stores in Milan were thronging with American and Chinese shoppers, as well as Italians and Russians.

Petruzzo points out Miu Miu has reduced its network of stores over the past couple of years which makes its like-for-like growth even more notable. Organic growth is the aim for the coming years, too, even if "we may have more square metres of store in 2025-2026." Bertelli has said investment in real estate worth €1 billion is a business priority, especially in the US.

There is more brand extension to come with the launch of fragrances in 2025. Miu Miu inked a multiyear deal with L'Oréal's luxury beauty division this year and Petruzzo doesn't rule out further expansion into beauty, such as cosmetics, or other areas such as interiors — but not yet. "There is certainly the potential to open other areas, but not at the moment," she said.

One thing that's not changing for Miu Miu is its Paris runway home. Mrs Prada moved the brand's show to the French capital in 2006, and since 2011 it has presented its new collections in the Palais d'Iéna. "Although it's a very Milanese brand, it is also a way to separate the vision of Miu Miu from Prada," said Petruzzo. "Miu Miu is also born from an international spirit." It's another sign of Miu Miu's intentions to conquer a global audience.