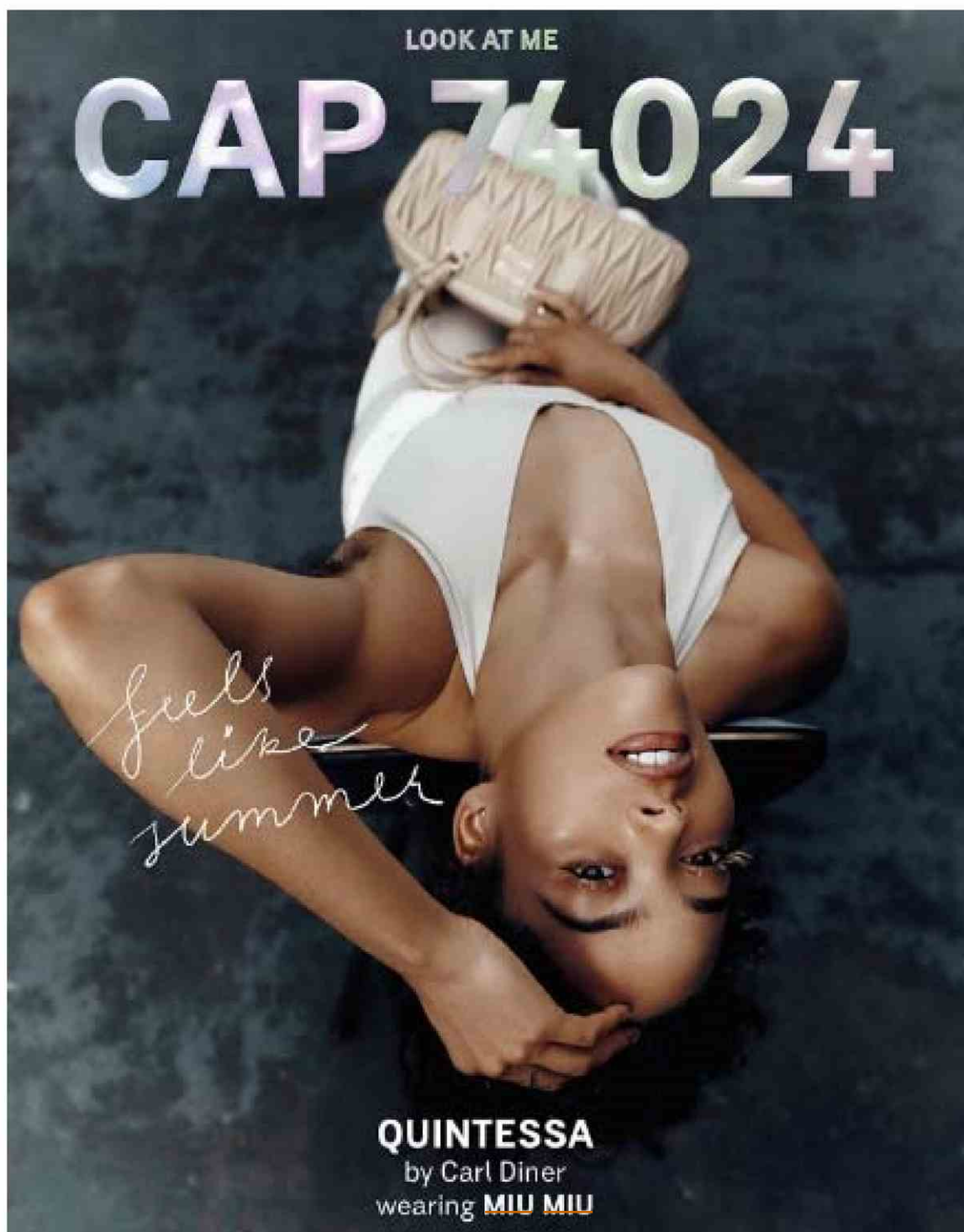


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PAESE :Italia
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SUPERFICIE :1 %
PERIODICITÀ :Semestrale□□

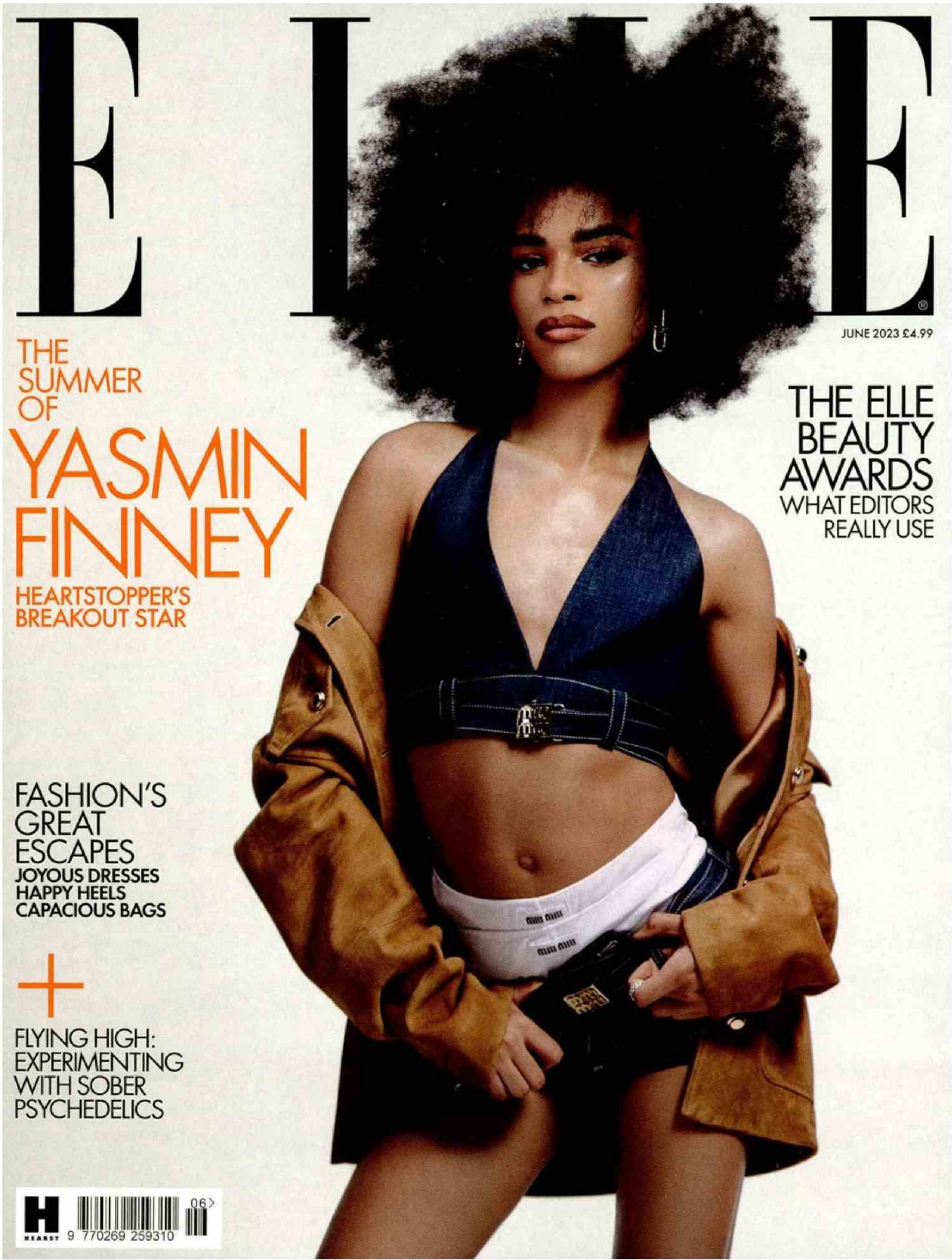


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► 1 giugno 2023





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ARTESANÍA:
LEGADO
DEL CAMBIO
con Tomás Alía

JACQUEMUS,
encuentro con el rey
de la tradición

MODA: EL LADO
MÁS HUMANO
DEL LUJO
con Esther Cañadas

JIMENA BLÁZQUEZ,
la mecenas al arte libre

REGRESO
AL
FUTURO

SPAGNA - HARPER'S BAZAAR - MIU MIU - 01.06.23



PURPLE

ANNA PARK IN MIU MIU
BY STEVIE AND MADA



THE NEW
YORK
ISSUE #39 S/S 2023

Awards Insider
VANITY FAIR

JUNE 2023

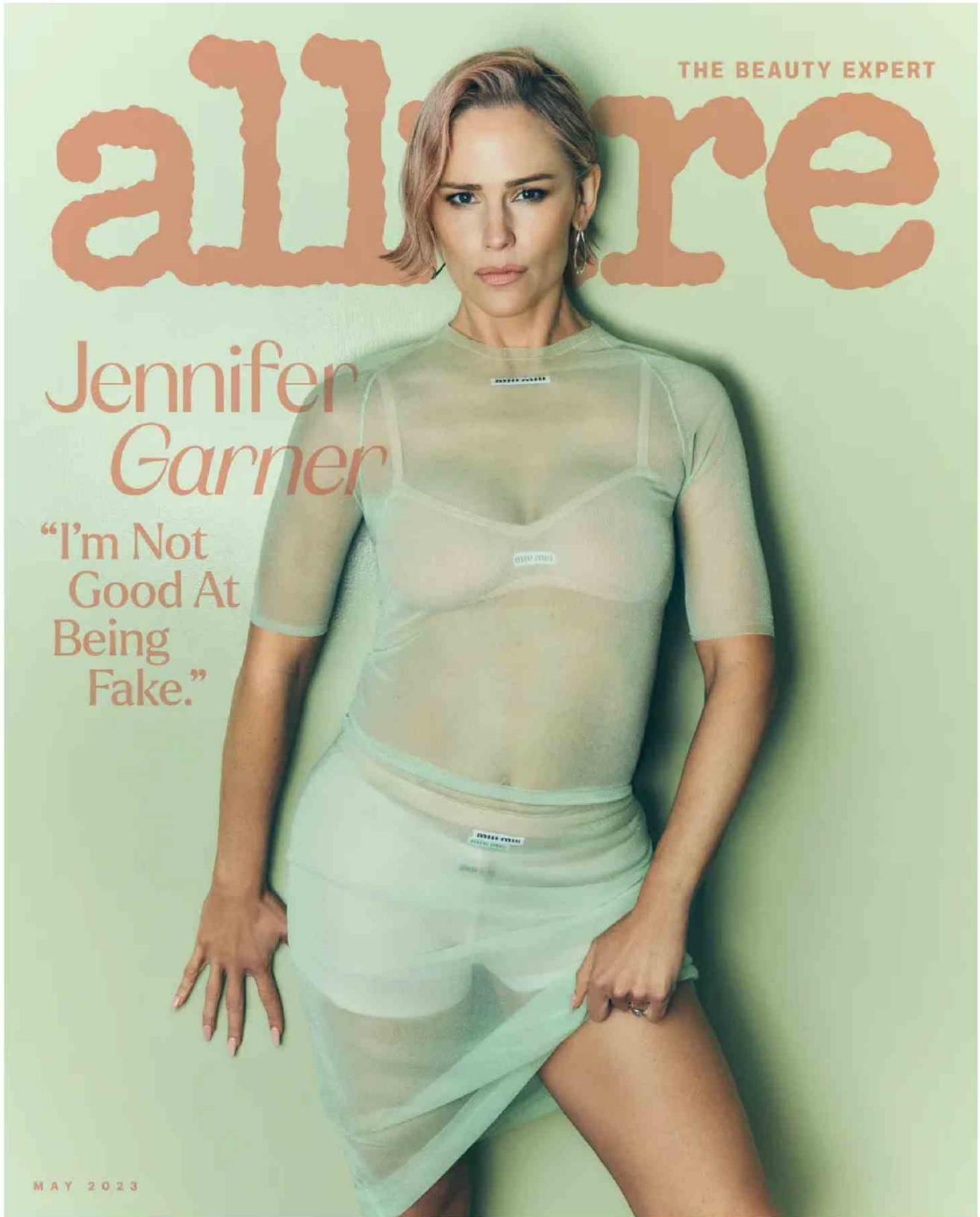
**AUBREY
PLAZA**

Checks In

by JULIANNE
ESCOBEDO SHEPHERD

Photographs by
DAN JACKSON





MAY 2023



PAESE :Hong kong

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Marie Claire (Hong

► 1 maggio 2023





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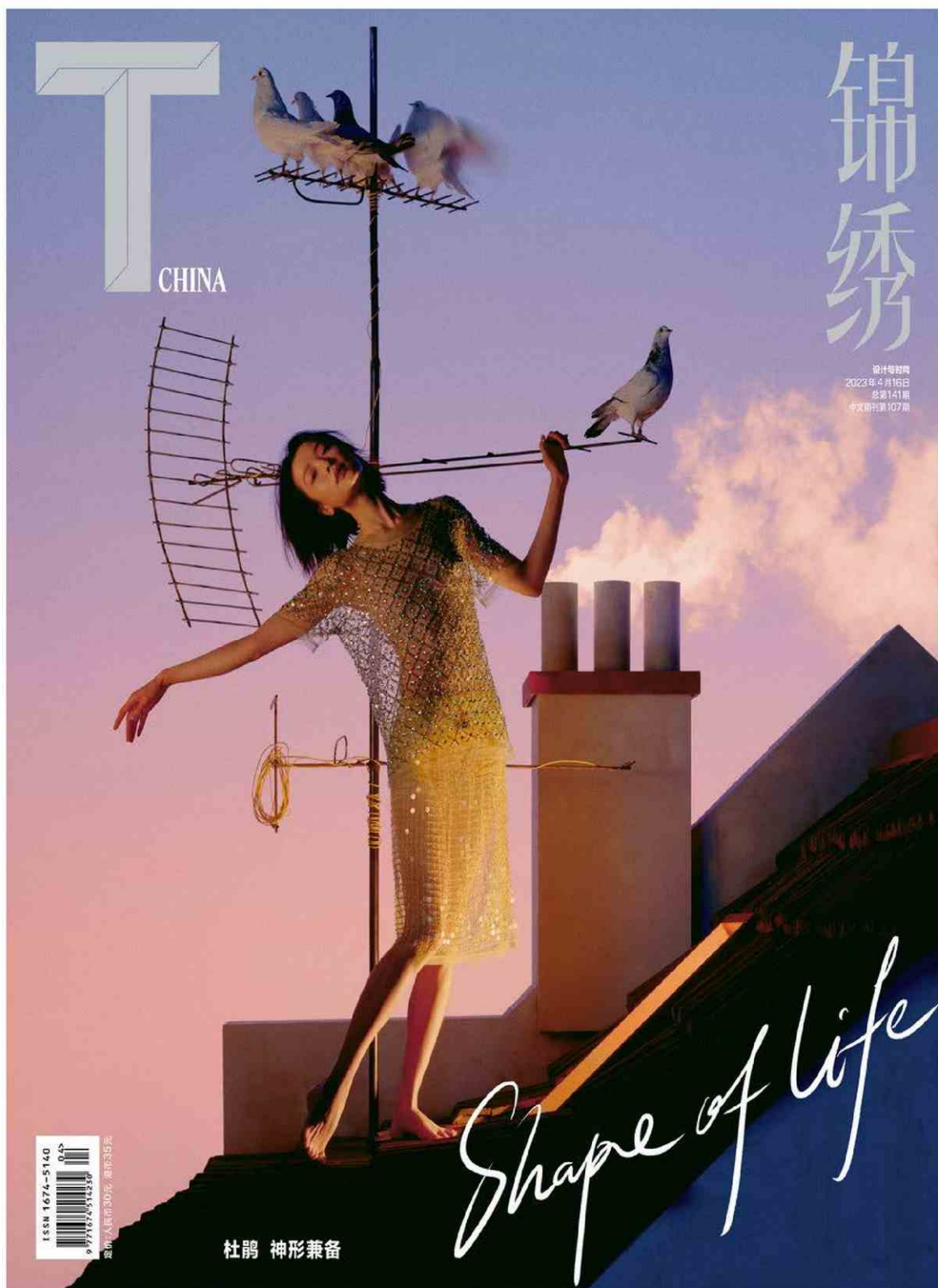
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PAESE :Corea del sud

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KOREA - DAZED & CONFUSED KOREA
- MIU MIU - 01.04.23



PAESE :Corea del sud

PAGINE :1

Dazed & Confused (K SUPERFICIE :2 %

► 1 aprile 2023



KOREA – DAZED & CONFUSED KOREA
– MIU MIU – 01.04.23



PAESE :Corea del sud

PAGINE :1

Dazed & Confused (K SUPERFICIE :2 %

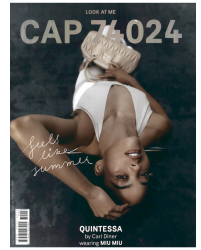
► 1 aprile 2023



KOREA – DAZED & CONFUSED KOREA
– MIU MIU – 01.04.23



MIU MIU



MIU MIU

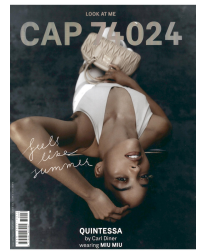
ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 162

Stylist: Ramona Tabita - Frequency: six-monthly - Circulation: 22000



Poplin shirt clay-colored, poplin skirt clay-colored and calfskin shoes MIU MIU

MIU MIU



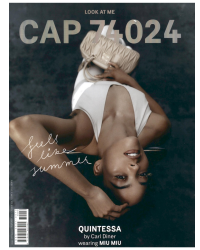
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 229

Stylist: Elena Scanagratta - Frequency: six-monthly - Circulation: 22000



Balaclava RYSIA PIERZCHALA
Bra, shorts and skirt MIU MIU
Tank top AGOLDE
Tights WOLFORD
Shoes ROBERTO CAVALLI
Necklace HATTON LABS



MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 396

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000

Photography
Carl Diner

Fashion
Charlotte Roberts

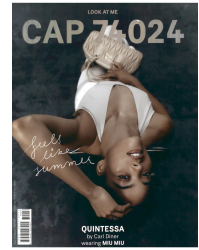
Hair Stefan Bertin @The Wall Group
Make up Bari Khalique @The Wall Group
Set design Josh Stovell @Saint Luke Artists
Photography assistant Ariel Mihaly
Fashion assistant Florence Thompson
Set design assistant Isaac Ashley

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Talent:
Quintessa Q. Swindell

Clothes and shoes MIU MIU L'Été Collection

QUINTESSA



MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 397

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000

QUINTESSA Q. SWINDELL

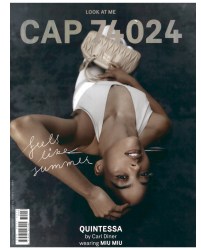
in conversation with
Giorgia Imbrenda



Wander matelassé bags MIU MIU

The most unique encounters happen in London, the free and utopian capital of creatives and artists. Some people make their lives in this eclectic city, others, like me, just live it for twenty-four hours. I have been following Quintessa for a long time, since their first Netflix series “Trinkets”, and when I first had the chance to interview them, I was stunned by their natural and spontaneous beauty and their generosity. Actors but models too, who participated in the global Spring/Summer 2023 Miu Miu campaign. We had a chat with them about the routine of an actor, what it was like collaborating with Miuccia Prada for Miu Miu, and about how their generation will be remembered. All while reflecting together on just how important it is for the creative industry to give a voice to young people.

MIU MIU



MIU MIU

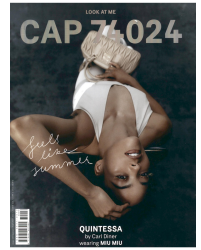
ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 398

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes MIU MIU L'Eté Collection

MIU MIU



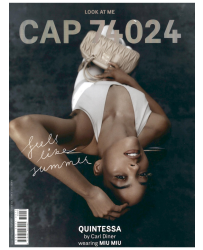
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 399

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes, bag and shoes MIU MIU L'Eté Collection



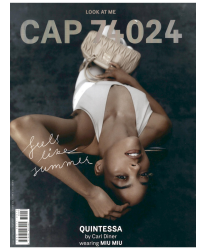
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 400

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000

Clothes MIU MIU L'Été Collection
Wander matelassé bag MIU MIU





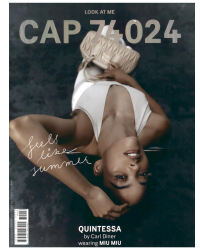
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Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



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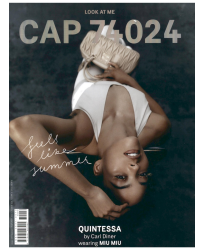
MIU MIU

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Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes MIU MIU L'Été Collection
Wander matelassé bag MIU MIU

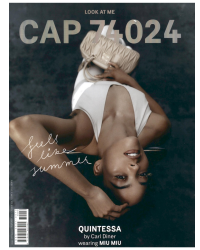


MIU MIU

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Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000





MIU MIU

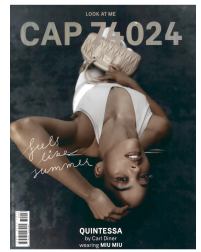
ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 404

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes MIU MIU L'Été Collection
Wander matelassé bag MIU MIU

MIU MIU



MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 405

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes, shoes and bag MIU MIU L'Été Collection

MIU MIU



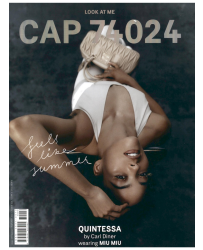
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 407

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes and shoes MIU MIU L'Eté Collection
Wander matelassé bag MIU MIU



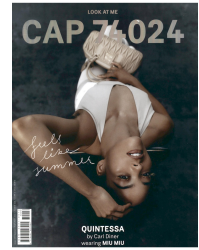
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 408

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes and shoes MIU MIU L'Été Collection



MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 409

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000

career, it's the continued study of both. Film has changed my life, but music has kept me alive.

In your opinion, what are some of the biggest challenges facing the fashion industry today?

Too many cooks in the kitchen, same as film.

What do you think your generation will be remembered for?

Themselves. [laughs]

What advice would you give to young people who are interested in pursuing a career in acting or modeling?

I can only speak on what I know. For someone wanting to act I'd say, commit and do the work, the only thing that separates someone working versus someone who isn't is who decided to give up.

What's next for you in your career?

I'm amidst producing my first film right now from scratch and we've begun the script process. I'm so excited about the film and more importantly its contents. I feel like maybe for the second time I may finally show something I'm proud of.

And the last one: What's the last song you have listened to?

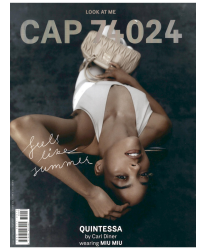
A particular performance of "Jane Says" by Jane Addiction at the Hammerstein Ballroom in 1997.

«I LIKE TO OVER
ANALYZE THINGS.
SO TO ME,
THE IDEA OF
'MEANINGLESSNESS'
ITSELF IS ROOTED
IN PERFORMANCE
IN SOME WAY.»



Clothes and shoes MIU MIU L'Été Collection

MIU MIU



MIU MIU

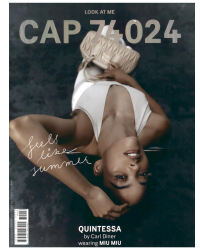
ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 410

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000



Clothes MIU MIU L'Été Collection

MIU MIU

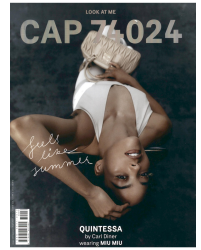


MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 411

Stylist: C. Roberts - Frequency: six-monthly - Circulation: 22000





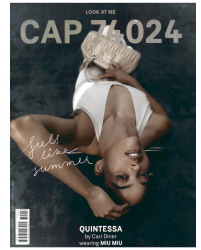
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 460

Stylist: C. Cerasuolo - Frequency: six-monthly - Circulation: 22000



White bra, nylon light beige dress and acid green suede boots by MIU MIU
Tonilympic Metropolis mini bag FURLA



MIU MIU

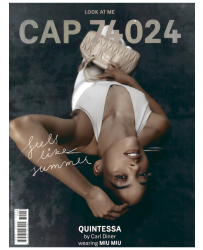
ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 491

Stylist: S. Watanabe - Frequency: six-monthly - Circulation: 22000



KANON HIRATA
Knit top, shirt and skirt MIU MIU
Socks NEWSIAN

MIU MIU



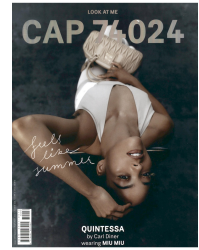
MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 82

Stylist: Jonathan Huguet - Frequency: six-monthly - Circulation: 22000



Dress MIU MIU



MIU MIU

ITALY - CAP 74024 - 6/1/2023 - Num.: 16 - Pag.: 88

Stylist: Jonathan Huguët - Frequency: six-monthly - Circulation: 22000

In your children's book "A Name from the Sky", you explore the importance of names and their ability to change our lives. This book tells your personal story by combining it with that of your daughter Nova. Why did you decide to share these intimate and personal stories, specifically through an illustrated book?

I'm not a writer, right? I was working on a show in Los Angeles during the Covid period. My mother was there to help me with my baby, who was 8 months old at the time. We suddenly went into lockdown and I spent more time with my mum than I had in the past twenty years. We talked a lot about my childhood and stories I remembered or other episodes that I had completely forgotten. I remembered how I had been bullied in school because of my name. They made fun of me because Diane was not a common name at all in Germany. It sounded strange and ridiculous. That upset me a lot when I was a young girl. One day, my mother showed me a book about Greek mythology explaining that Diane was the goddess of wild animals and the hunt. This changed my perception and made me feel extraordinary because I understood that my mother named me after this powerful goddess. This helped me to change my perspective and gave me inspiration and confidence for the future. It was a turning point for me. When I was pregnant with Nova, I realised how we, the adults, can put a lot of pressure and expectations on our children just by giving them a name. The book is about all that. It explains what Nova means: a new beginning, constant rebirth, continuous evolution, and the opportunity to change your life every day.

It's a beautiful name, by the way...

Thank you. I started writing and then sent the manuscript to an editor. To my great surprise, a publishing house responded positively. It was a two-year process because the book was illustrated. It was an enjoyable and imaginative experience but equally very demanding. It was a fulltime job!

Speaking of your daughter Nova, you have stated that you and your husband teach her «That she is at home in the world, that we have friends all over the world». How do you think this desire to educate your daughter about freedom and openness to diversity will help her to live in a Western society that seems increasingly likely to divide into small communities or groups that view others as potential enemies? What is your view of the future?

Sometimes I feel scared when I see how diversity is seen as a danger, as though we've gone back in time. Nova is only four, but seeing how open she is, how ready to make new friends, and learn new languages is fantastic. She is in the international Montessori school system. Wherever I go, I put her in school. It's extremely easy. She seems to enjoy discovering new places and cultures like us and it's good training for her and our future!

«I REMEMBERED HOW I HAD BEEN BULLIED IN SCHOOL BECAUSE OF MY NAME. BUT ONE DAY, MY MOTHER SHOWED ME A BOOK ABOUT GREEK MYTHOLOGY EXPLAINING THAT DIANE WAS THE GODDESS OF WILD ANIMALS AND THE HUNT. THIS CHANGED MY PERCEPTION AND MADE ME FEEL EXTRAORDINARY BECAUSE I UNDERSTOOD THAT MY MOTHER NAMED ME AFTER THIS POWERFUL GODDESS.»



Dress and skirt MIU MIU





PRIMA DI TRE
Classe 2007, nata
e cresciuta
a Los Angeles,
l'attrice e modella
Ever Gabo
Anderson ha due
sorelle più piccole,
Dashiell Edan,
otto anni, e Osian
Lark Elliot, tre.

Qui e a pagina 46:
blazer in denim,
top di seta,
gonna-cintura
e sandali
con ghetto,
Miu Miu.





incontri

Vocazione di famiglia: Ever realizza i suoi sogni grazie a Peter Pan. L'estate spensierata (in cerca d'amore) di Kamrad. La waiting room di una stazione di Londra trasformata da Sarah Sze

EVER ANDERSON

LA MIA ISOLA ORA C'È

di Lorenzo Ormando

Dopo essere stata interpretata da attrici come Dame Maggie Smith e Gwyneth Paltrow, la coraggiosa Wendy Darling, primogenita di una famiglia agiata nell'Inghilterra edoardiana la cui vita viene rivoluzionata dall'incontro con un bambino speciale e spensierato, torna sullo schermo in *Peter Pan & Wendy* (su Disney+) con il volto della 15enne californiana Ever Anderson. «Milioni di persone sono cresciute con questa fiaba meravigliosa, è un onore e un privilegio farne parte. Ho ottenuto il ruolo due settimane prima dell'arrivo del Covid: eravamo sul punto di iniziare la pre-produzione del film quando il mondo si è fermato di colpo. E, in quel periodo, ho anche raggiunto la pubertà. Ero convinta che mi avrebbero sostituita con un'altra attrice, visto che stavo diventando molto più alta di tutti gli altri ragazzi del cast. Per fortuna non è andata così», ricorda con una risata Anderson, che veste i panni di Wendy con grazia e carisma.

Durante le riprese ha trascorso 8 mesi tra Vancouver e l'isola di Terranova, in Canada, scelta come location per le ambientazioni fatate dell'Isola che non c'è. Per prepararsi ha rivisto il film animato del 1953 e riletto il romanzo, oltre a prendere lezioni di schermo e allenarsi per le scene di volo. «È stata una delle esperienze migliori della mia vita» racconta, in collegamento da Los Angeles, dove è nata e dove abita con la famiglia. Ever è figlia d'arte: la madre è la modella e attrice Milla Jovovich, il padre è il regista, produttore e sceneggiatore Paul W. S. Anderson. «Mia madre inorridì quando, a 5 anni, le chiesi di poter iniziare a fare dei provini. Tuttavia ha sfruttato il mio interesse per la recitazione per incoraggiarmi a leggere, una cosa che amo molto. Prima di arrivare sul set di *Peter Pan & Wendy* ►



ha recitato insieme a me le mie battute: poi, una volta sul set, mi sono lasciata andare e ho cercato soprattutto di divertirmi».

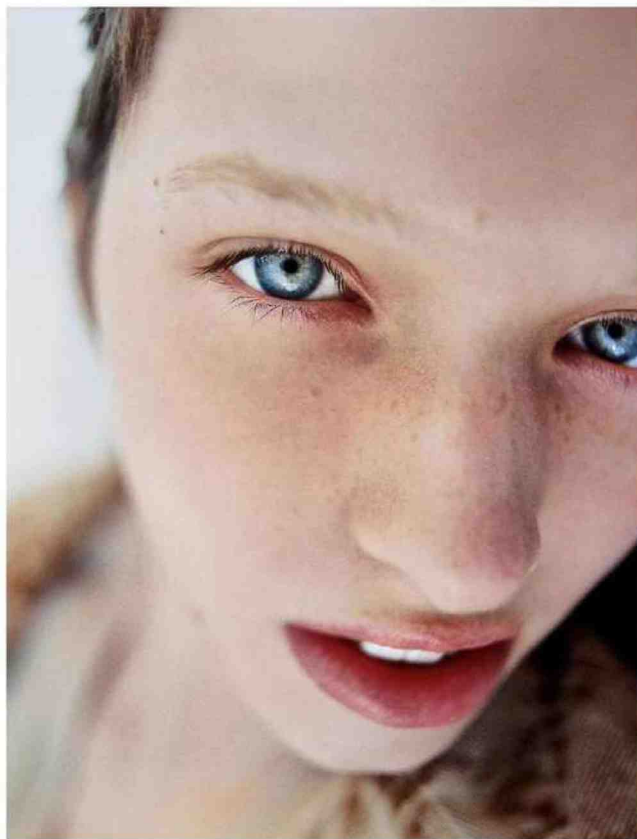
Questo per Ever è il primo ruolo da protagonista dopo essere apparsa a 8 anni in *Resident Evil: The Final Chapter*, diretta dal padre, in cui interpretava una versione più giovane del personaggio di sua madre, e poi in *Black Widow*, in cui era una giovane Natasha Romanoff. Tra i tanti consigli preziosi che sua madre le ha dato prima di iniziare le riprese, ce n'è uno in particolare che tiene a mente: «Mi ha detto: "Fai mol-

te domande, interessati alle cose e presta attenzione agli altri. Ma, soprattutto, non avere il timore di sembrare stupida, perché l'importante è provare, far parte del processo"» ricorda.

Questa nuova versione del classico di J. M. Barrie si apre con Wendy a un bivio: sta trascorrendo la sua ultima notte a casa insieme ai fratelli Michael e John, visto che il giorno dopo partirà per il collegio. Lei, però, non ha nessuna intenzione di andar via. «Il film racconta il viaggio sull'Isola che non c'è attraverso i suoi occhi; un viaggio, questo, durante il

quale Wendy scoprirà altri aspetti di sé e capirà il vero significato dell'amicizia». Dopo l'incontro con Peter, Campanellino, i bimbi sperduti e un Capitano Uncino inedito (un divertito Jude Law), la giovane capirà che crescere può essere la più straordinaria delle avventure. «Il film è ambientato nell'Inghilterra del 1911, in cui le adolescenti come Wendy andavano via di casa presto per prepararsi a una vita che era già stata stabilita per loro dalla società e dalla famiglia. Capisco bene il suo punto di vista all'inizio della storia perché anche io, fino a qualche tempo fa, non avevo assolutamente fretta di crescere», prosegue Anderson, ammettendo che questo progetto è arrivato in un momento di crisi personale: «Circa un anno prima del provino ho attraversato un periodo difficile: non volevo preoccupazioni o responsabilità e stavo iniziando a fare i conti col fatto che l'infanzia era ormai giunta al termine. Mi sarebbe piaciuto restare piccola, al punto da essere diventata un po' gelosa della mia sorellina minore (ne ha due: Dashiell, nata nel 2015, e Osian, nata nel 2020, ndr), che al contrario di me sarebbe rimasta bambina ancora a lungo». Fa una pausa, sorride: «Credo tuttavia che ognuno abbia attraversato un momento del genere, in cui non voleva abbracciare le responsabilità della vita adulta. È anche per questo che la storia di Peter Pan è ancora così amata: tutti possono identificarsi con i suoi temi».

Adesso il suo punto di vista è cambiato? «Sì, oggi mi piace svolgere attività più da grandi, anche se non voglio ancora diventare adulta», prosegue Anderson, che in futuro vorrebbe studiare legge internazionale o letteratura all'università. Ambasciatrice e testimonial di Miu Miu («Io iniziai ad interessarmi di più alla moda da quando ho iniziato a lavorare con loro»), è una giovane star in ascesa, con oltre mezzo milione di follower su Instagram. «La fama, però, non è una cosa a cui penso: sono concentrata soprattutto sul mio lavoro e sulle persone fantastiche che ho la possibilità di conoscere grazie a questo mestiere», afferma lei, che è cresciuta sui set dei film dei suoi genitori. «La parte difficile, adesso, è dimostrare di cosa sono capace: quando tua madre è un'attrice e tuo padre un regista, le aspettative sono molto alte. Voglio lavorare sodo, in modo che gli altri non mi vedano solo come la "figlia di"». ■



Ever Anderson, 15 anni, è la protagonista di *Peter Pan & Wendy* (Disney-). In queste pagine è ritratta per Miu Miu, di cui è testimonial, da Zoe Ghermer, stylist Lotta Volkova. Gli abiti sono della collezione PE23.

Courtesy Miu Miu. Nella pagina a fianco, Sojka Gutierrez/Leif Dahlhoff

MIU MIU



MIU MIU

ITALY - L'OFFICIEL ITALIA - 6/1/2023 - Num.: 50 - Pag.: 106

Stylist: Julie Wozniak - Frequency: bi-monthly - Circulation: 23000



IN QUESTA PAGINA—Top e shorts con cintura e underwear, **MIU MIU**.
NELLA PAGINA ACCANTO—Trench e stivali, **JIL SANDER BY LUCIE AND LUKE MEIER**; body di tulle e pizzo,
DOLCE & GABBANA; borsa "Manola", **CASADEI**; calze con piume, **OSEREE**.

MIU MIU



MIU MIU

ITALY - D REPUBBLICA - 5/27/2023 - Num.: 1340 - Pag.: 80

Stylist: Laura Piccinini - Frequency: weekly - Circulation: 127770



the collector



Miu Miu cardigan, shirt, skirt and boots, ring archive





COLLECTOR [THE]

► 1 maggio 2023



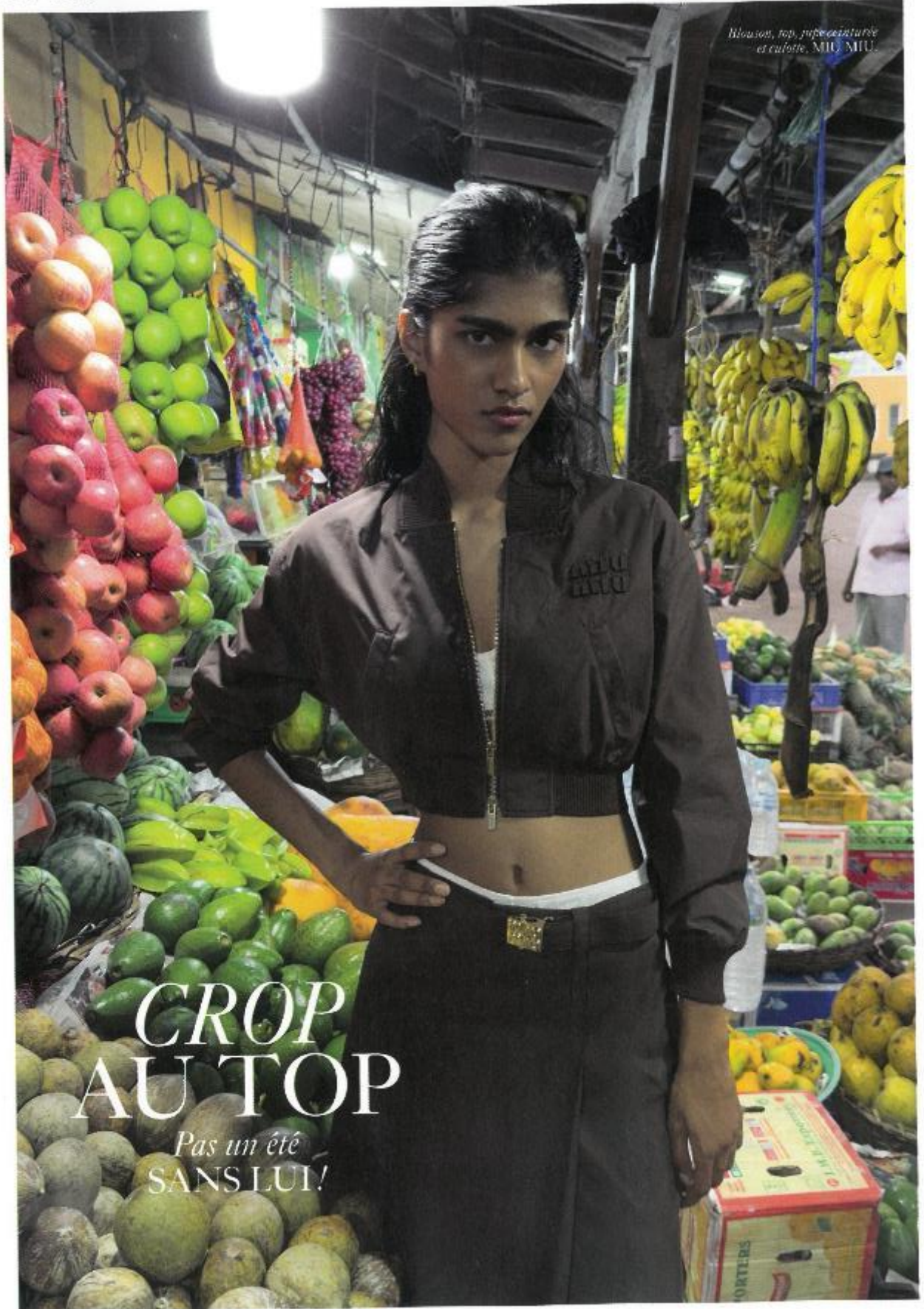


MIU MIU

ITALY - D REPUBBLICA - 5/27/2023 - Num.: 1340 - Pag.: 106

Frequency: weekly - Circulation: 127770

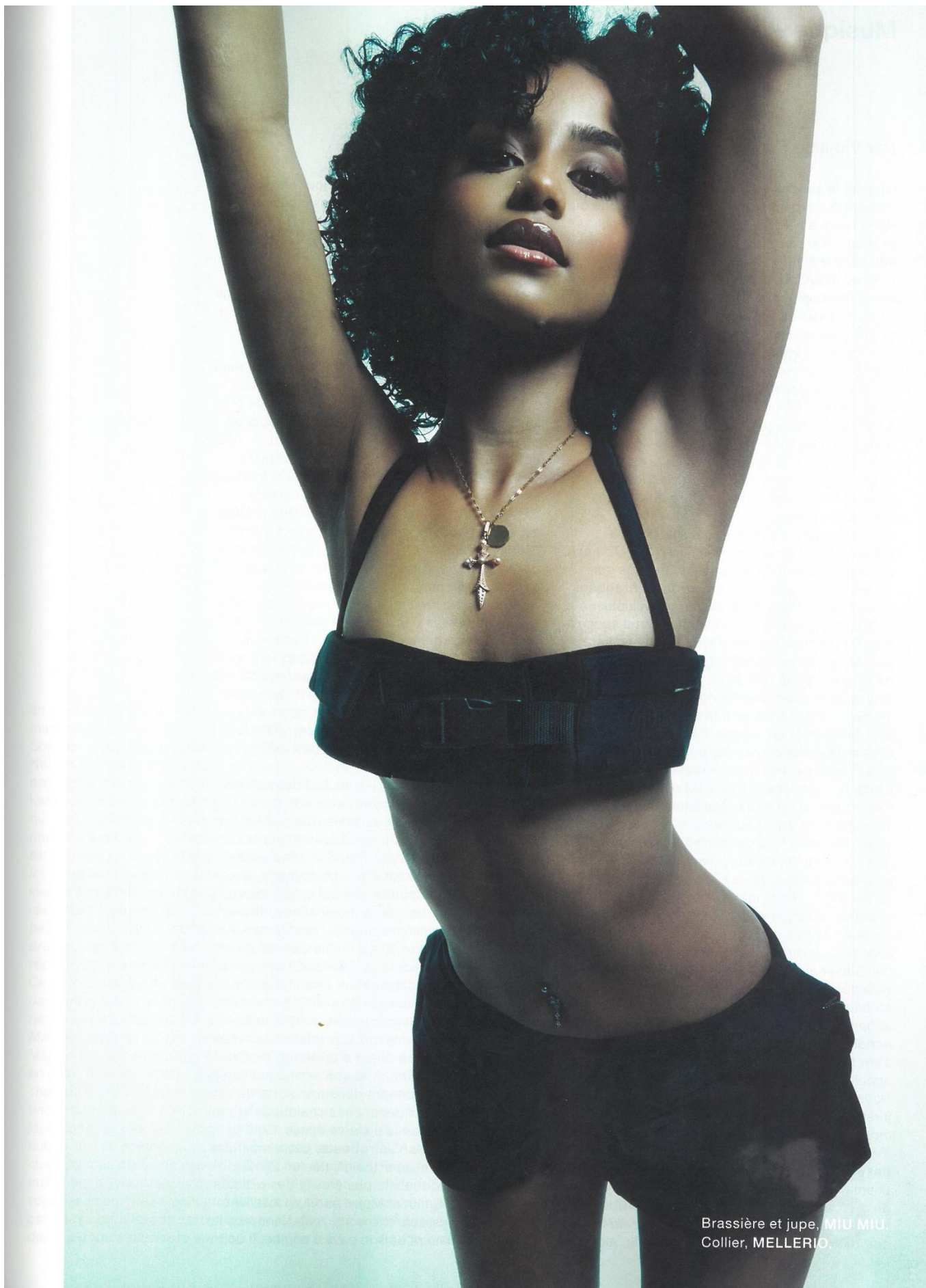




Blouson, top, jupe-culotte
et culotte, MIU MIU.

CROP AU TOP

Pas un été
SANS LUI!

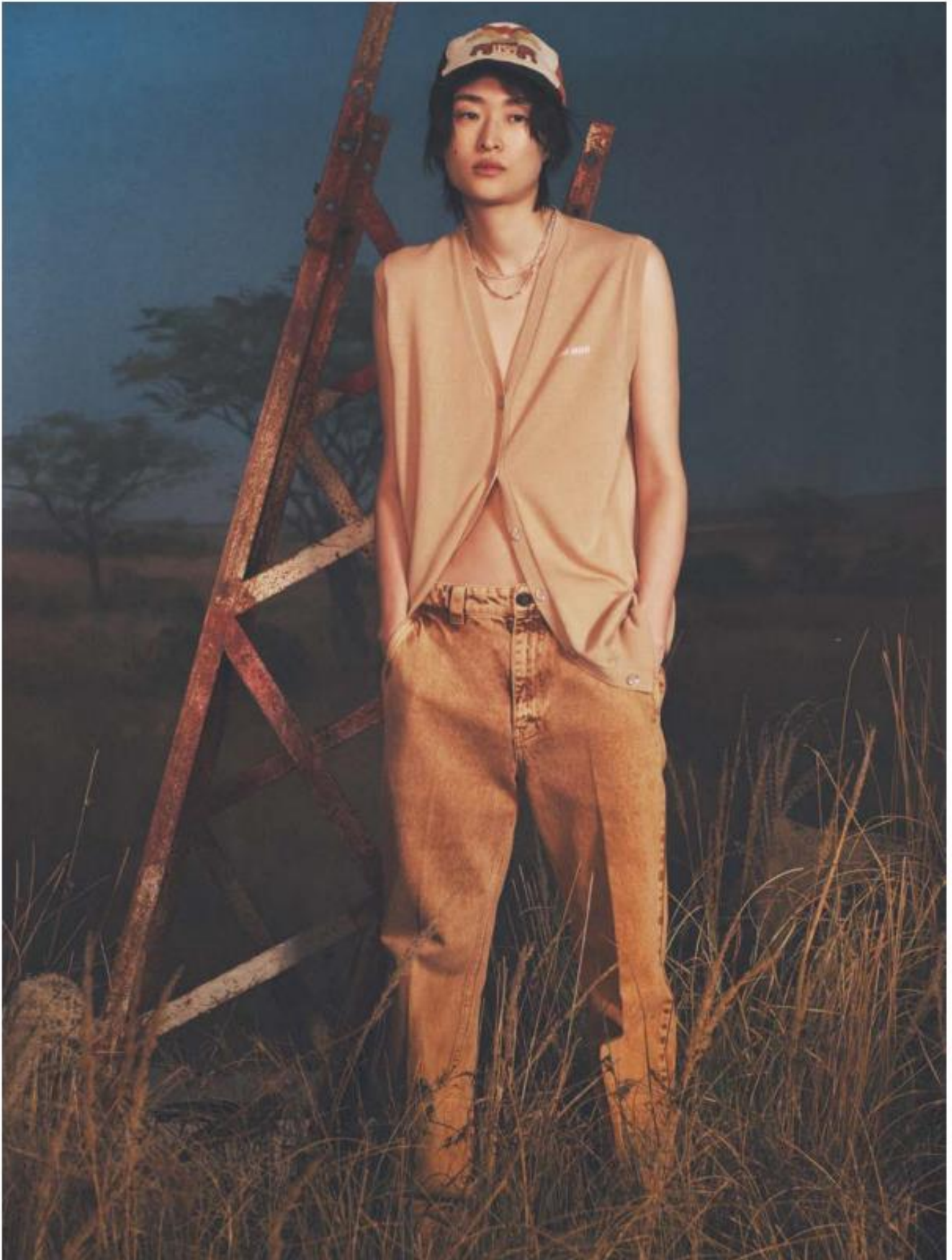


Brassière et jupe, MIU MIU.
Collier, MELLERIO.

FRANCIA – MIU MIU – NUMERO – JUNE/JULY/AUGUST, 2023



FRANCIA – MIU MIU – MASTERMIND – SPRING/SUMMER, 2023



FRANCIA – MIU MIU – MASTERMIND – SPRING/SUMMER, 2023



*This page, from front to back: Bag by MIU MIU and bag by BOTTEGA VENETA.
Opposite, from left to right: Vintage boots from Le Vif, sweater by PRADA, top by COURRÈGES,
trousers by LOUIS VUITTON, heels by CELINE BY HEDI SLIMANE and bag by PRADA.*



Robe en coton brodé de
cristaux, MIU MIU.

FRANCIA – MIU MIU – NUMERO – JUNE/JULY/AUGUST, 2023



Robe en coton brodé de
cristaux, MIU MIU.

FRANCIA – MIU MIU – NUMERO – JUNE/JULY/AUGUST, 2023

ENSEMBLE MIU MIU COLLERS
ET BOUCLES D'OREILLES COLLECTION
• BEZ MY LOVE • CHAUMET





ANTIDOTE Dasha Page est habillée en Miu Miu.

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FRANCIA – MIU MIU – ANTIDOTE – SPRING/SUMMER, 2023



GRAN BRETAGNA - CLASH - MIU MIU - 01.04.23



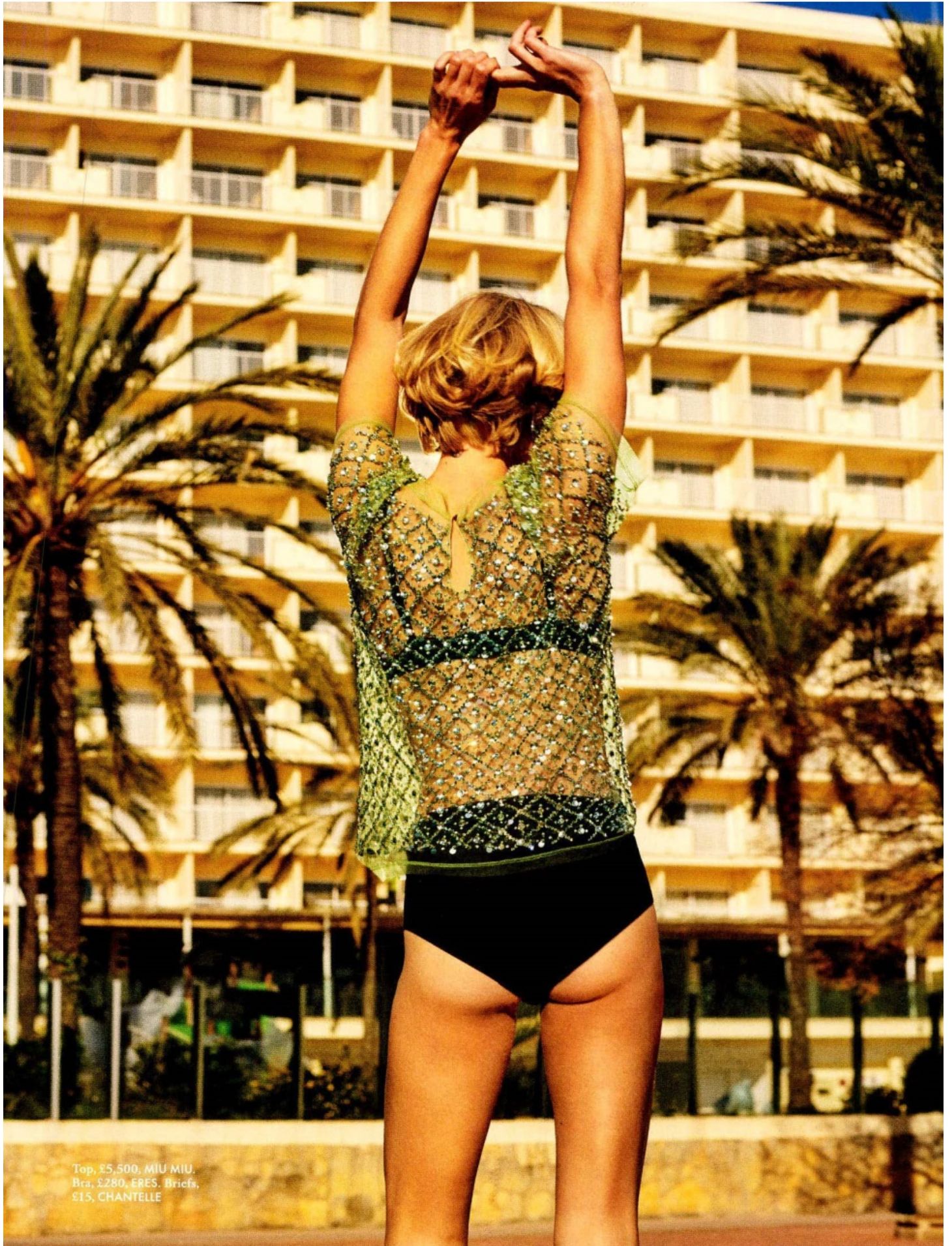
GRAN BRETAGNA - CLASH - MIU MIU - 01.04.23



Bra, £510, skirt, £1,050, and briefs, £370, all MIU MIU



THIS PAGE Jacket, £4,750,
top, £920, shorts, £1,100,
briefs, £370 each, and boots,
£1,550, all MIU MIU.
Earrings, and ring, both price
on request, TIFFANY & CO.
OPPOSITE Coat, price
on request, N21 BY
ALESSANDRO DELL'ACQUA.
Earrings, and bracelets, all
price on request, TIFFANY &
CO. HAIR: Issac Poleon at
CLM. MAKE-UP: Mona
Leanne at The Wall Group
using YSL Beauty.
NAILS: Robbie Tomkins at
LMC Worldwide. STYLIST'S
ASSISTANT: Gal Klein



Top, £5,500, MIU MIU.
Bra, £280, ERES. Briefs,
£15, CHANTELLE



► 1 maggio 2023



Embroidered crochet top, £5,100; matching skirt, £10,500; cotton shorts, £370, all Miu Miu. Platinum, sapphire and diamond ring, Harry Winston

GRAN BRETAGNA - HARPER'S BAZAAR - MIU MIU - 01.05.23







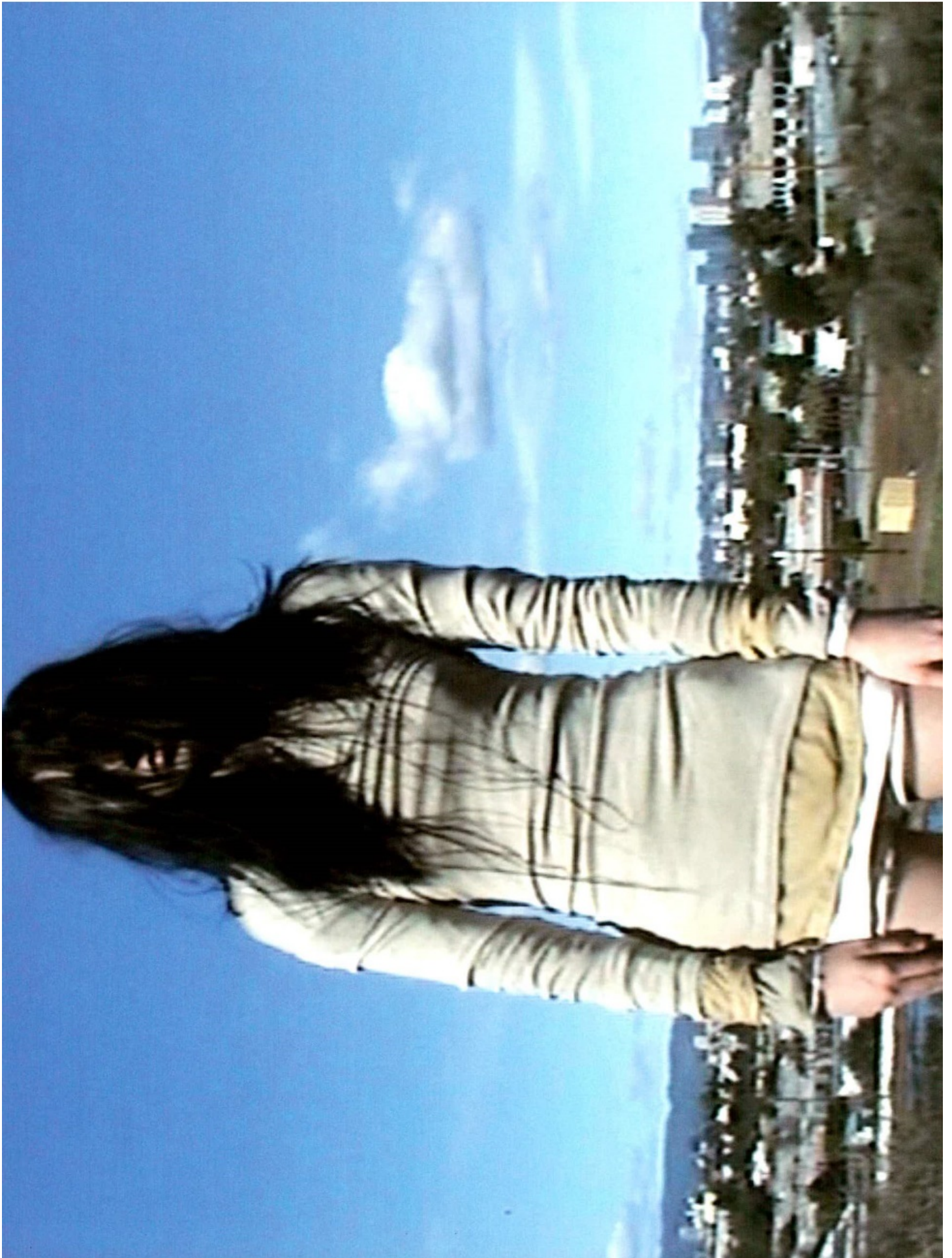
“The Production of a Woman” by Siobahn Devlin, 2023, bronze,
1063 x 201 inches (2700 x 510.5 cm). Siobahn wears Boots,
Balenciaga. Shorts, Miu Miu. Vest, Stylist’s own.
Jubilee Square, Canary Wharf.



GRAN BRETAGNA - RE-EDITION - MIU MIU - 01.04.23



BOTH PAGES,
ISAMU WEARS, T-SHIRTS, UNDERWEAR
AND BOOTS MIU MIU







BOTH PAGES, SAMU WEARS, T-SHIRTS,
UNDERWEAR AND SHOES **MIU MIU**



TOP MIU MIU TROUSERS BOTTER
BELT ARLETTE SHOES STYLIST'S OWN

GRAN BRETAGNA - RE-EDITION - MIU MIU - 01.04.23



LYDIA WEARS, GREY WOOL JACKET, WHITE
COTTON BRA, WHITE COTTON KNICKERS,
AND DENIM MINI SKIRT ALL BY **MIU MIU**
BLACK TIGHTS **WOLFORD** BLACK MEN'S
SHOES **JACQUEMUS**





GRAN BRETAGNA - RE-EDITION - MIU MIU - 01.04.23



ELODIE WEARS, NYLON JACKET AND TROUSERS BY **MIU MIU**
NET TOP HAT FROM NATIONAL THEATRE COSTUME HIRE,
LEATHER FINGERLESS GLOVES BY **HENRI HEBRARD**
PLATFORM HEELS BY **BALENCIAGA**

TOP BY MIU MIU



GRAN BRETAGNA - RE-EDITION - MIU MIU - 01.04.23



BLACK RADZIMIR BRALETTE TOP MIU MIU
HIGH BRIEFS IN BLACK LYOCELL CDLP

GRAN BRETAGNA - RE-EDITION - MIU MIU - 01.04.23



Interview

Poppy Power

She's a style *influencer* and *successful* model, actor and *whip-smart* entrepreneur. The unstoppable **Poppy Delevingne** talks to *Francesca Babb* about her *sisters*, *self-care* and what she's got planned next

Photography **MATT EASTON**
Styling **KAREN CLARKSON**





► 1 aprile 2023



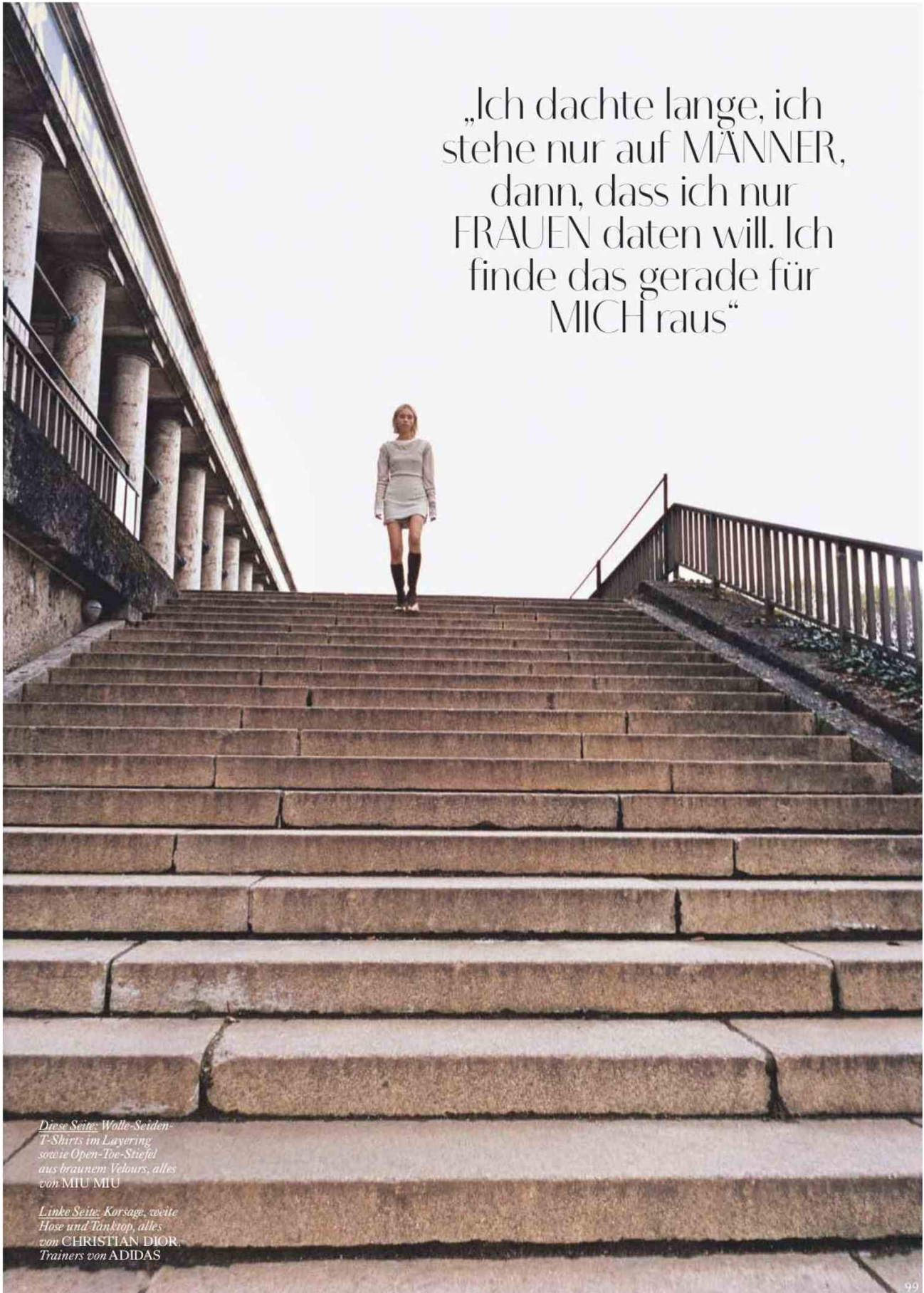
MIU MIU Jersey T-Shirt, £580; Jersey Embroidered Skirt, £4,200; Cedro Boots, £1,550, miumiu.com
TIFFANY Link Earrings, £5,950; (On right hand) Lock Bangle in Yellow Gold with Diamond Accents, £9,300
Lock Bangle in White Gold with Full Pavé Diamonds, £33,500; Lock Bangle in Yellow Gold, £6,425
(On left hand) Knot Double Row Hinged Bangle in Yellow Gold with Diamonds, £22,300; tiffany.com
ARMANI BEAUTY Luminous Silk Hydrating Primer, £37
Luminous Silk Foundation, £45; Luminous Silk Concealer, £37
Eye Tint Liquid Eyeshadow in 18M - Beige, £30
Eyes To Kill Stellar Mascara in Black, £32
Lip Power Lipstick in 113, £35; armanibeauty.co.uk





► 1 giugno 2023

„Ich dachte lange, ich stehe nur auf MÄNNER, dann, dass ich nur FRAUEN daten will. Ich finde das gerade für MICH raus“



Diese Seite: Wolle-Seiden-T-Shirts im Layering sowie Open-Toe-Stiefel aus braunem Velours, alles von MIU MIU

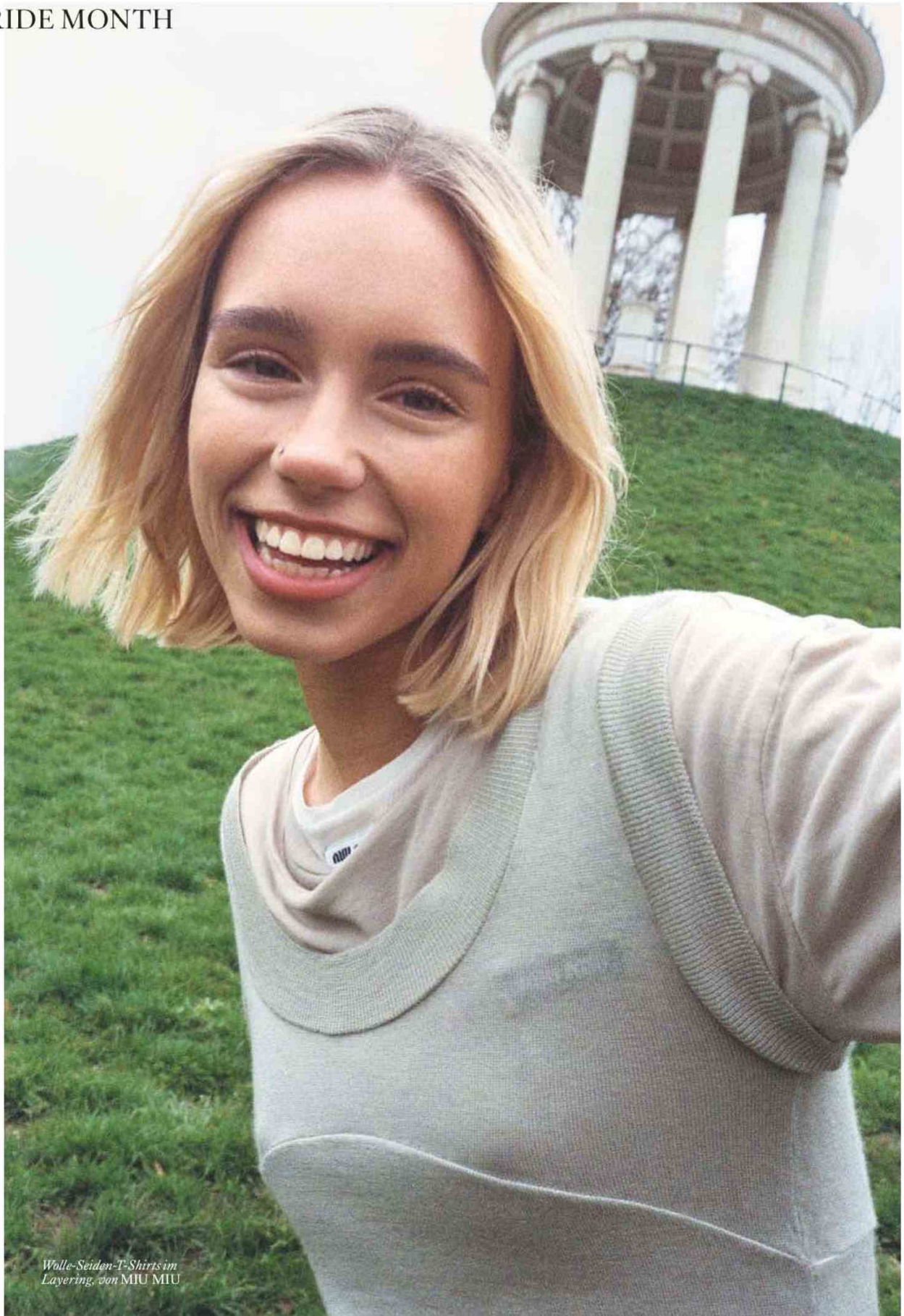
Linke Seite: Korsage, weite Hose und Tanktop, alles von CHRISTIAN DIOR, Trainers von ADIDAS





► 1 giugno 2023

PRIDE MONTH



Wolle-Seiden-T-Shirts im Layering, von MIU MIU





*Camisa, top, 'short' de
popelin y braga, todo de
MIU MIU; y gafas de sol, de
ETNIA BARCELONA.*







En esta página, Elisa Nijman lleva reloj Seamaster Aqua Terra 150m Co-axial master chronometer, de OMEGA; pendientes de oro blanco, de CARTIER; y abrigo, camiseta y falda, todo de MIU MIU. En la página siguiente, reloj de acero, de TAG HEUER; top, jersey, falda y cinturón, todo de MAISON MARGIELA.

Un tiempo **NUEVO**

Las firmas RELOJERAS presentan sus novedades con diseños DEPORTIVOS y esferas coloristas. Funcionalidad y creatividad van de la mano. Fotografía MELANIE & RAMON. Estilismo ENIOLA DARE.





► 1 giugno 2023



Bolso Miu Wander de piel
matelassé de MIU MIU.

SPAGNA - HARPER'S BAZAAR - MIU MIU - 01.06.23





► 1 giugno 2023



Fotografía de
Efraim Evidor
Estilismo de
Nour Bou Ezz

TESOROS OCULTOS

Entre las maravillas que guarda cada esquina de un mercadillo de antigüedades, se esconden algunos de los accesorios con más personalidad de la nueva temporada. Piezas brillantes y atemporales con un cometido incuestionable: contar su propia historia.

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SPAGNA - HARPER'S BAZAAR - MIU MIU - 01.06.23





► 1 giugno 2023



Gafas de sol con montura de acetato
y logo de metal de MIU MIU.

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SPAGNA - HARPER'S BAZAAR - MIU MIU - 01.06.23







PAESE :Cina

DIFFUSIONE :(300000)

PAGINE :1

SUPERFICIE :31 %

ViVi (CN)

► 1 aprile 2023



CHINA-VIVI (XINWEI)-MIU MIU-01.04.23





棕色皮马甲、海军蓝针织衫、
白色薄纱连衣裙、黑色针织短靴/均为Miu Miu
黑色皮鞋/repetto
灰色中筒袜/Calzedonia





棕色皮质马甲、海军蓝针织衫均为Miu Miu





► 1 aprile 2023



棕色皮质马甲、海军蓝针织衫、白色薄纱连衣裙、黑色针织短裤/均为Miù Miù
太阳镜/BOTTEGA VENETA

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CHINA-RAYLI FASHION & BEAUTY-MIU MIU-04.23





本期 LETTER FROM THE EDITOR



Miu Miu 无袖上衣、提袖上衣、
钉扣上衣、半袖及打褶裤

14 | T: THE NEW YORK TIMES STYLE MAGAZINE CHINA

从象征的角度来说，“生活”是没有形状的，但它有一些所谓的边界，这些边界，往往让我们错觉生活就从这里开始，或者止步于此。比如很多人都相信，改换一座城市，生活就能重启。说来奇怪，我们似乎很难回答，到底从什么时候起——精确到一个具体的时刻——我们进入了生活。就像迈入一条河，触及碰到第一滴水，然后仿佛被什么召唤，又被什么牵引，向更湍急处走去。当生活被视作一个概念的集群时，它更接近一种形而上的“道听途说”；可以被观察，可以被总结，却不能通过体验和感知验证或验伪。

这或许意味着，倘若生活真的是一种无处不在的底色，它的唯心程度可能超出了我们所能理解的范畴。

但也恰恰是因为生活不可理解，我们才会像哲学家在面对“逻各斯”时那样，努力去触碰，去窥视它极少显

生活的形状

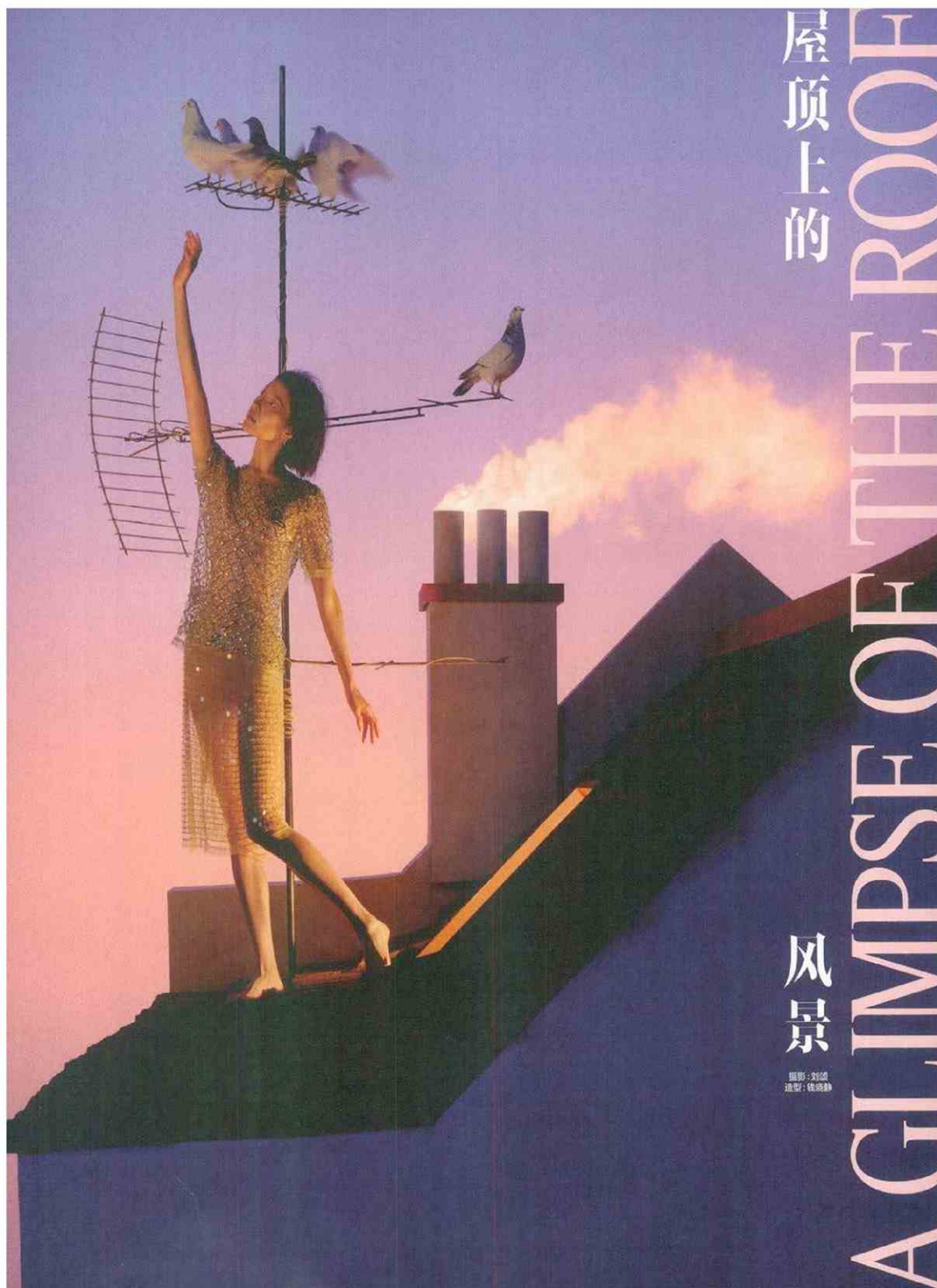
李森
lisen@huashengmedia.cn

露的真容，因为瞥见它面纱下的一抹辉光而幸福地战栗。从另一个层面来说，理解生活这一过程，本身就构成了对生活的理解。在这本“设计与时尚”特辑中，我们选取了几个有代表性的例子——一群术业各有所长的年轻人，冬天驱车上千公里，以建筑为线索，重新走访了中国的东北。他们并不相信关于这片土地的故事只能被嵌入一种或寥寥几种模式。因此，他们按照自己的理解，从历史标

记物和具体的当代生活中，咀嚼出了新的况味；一群经历了国际奢侈酒店规制洗礼，早已无须为职业前景担忧的中国酒店人，决定扎根东南，用一家带有浓厚闽南文化色彩的民族酒店，为中国奢华酒店正名。他们用4年时间，提出了一些前所未有的新概念；一个中年作家，怀着对出生地的复杂情感，写下了动人的作品；他一次次折返故乡，在童年的河岸边反刍，寻找生活里需要花一点勇气才能面对的答案。

我们不是想从他们的故事中，心血来潮般地证明什么——即便是这几个故事的地理尺度几乎纵贯了中国的南北。我们想说的是，尽管生活没有形状，也不太有可能满足一个人对于生存的全部刚需，但如果描摹它的形状能为你带来快乐，那便值得你为之试一试。试过了，再来判断，你想过怎样的生活。 ▮





CHINA-T MAGAZINE-MIU MIU-04.23





CHINA-T MACAZINE-MIU MIU-04.23





CHINA-T MAGAZINE-MIU MIU-04.23





CHINA-T MAGAZINE-MIU MIU-04.23





CA - S MAGAZINE - MAY 2023



love at first sight
欲しい!に出合う瞬間

進化し続けるミュウミュウの
2023年プレフォールコレクション
「MIU MIU L'ÉTÉ」は
現代女性の「好き」や「欲しい」という
直感を刺激する要素に溢れている。
いますぐショッピングしたくなる
最新のルックと新作バッグをご紹介します。

Photos : Yusuke Miyazaki

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NEWシーズン、NEWバッグ

精巧なクロシェ編みのクラフトマンシップを駆使した、この新作バッグと目が合ったら、必ずそのボディにも触れてみたくなる。コンパクトなサイズ感、ラフィアの質感、どれをとっても魅力的。トップハンドルバッグ¥291,500 ブラトップ¥119,900 スカート¥286,000 プーツ¥275,000 (すべて予定価格) / Miu Miu (ミュウミュウ クライアント サービス)

神バランスのセットアップ

ビッグショルダーのオーバーサイズジャケットに、ミニのプリーツスカートを含めた、絶妙バランスのスーチング。さらにランジェリーライクな要素でストリート感を演出する、挑戦的なスタイルは唯一無二である。ジャケット ¥544,500 ブラトップ ¥85,800 スカートを ¥236,500 (ベルト付き) アンダーウェア ¥61,600 (すべて予定価格) / Miu Miu (ミュウミュウ クライアントサービス)





軽やかなラフィア素材の
「Wander」が登場

さまざまなシーンで活躍してくれるオールマイティさが人気の「Wander」から、洗練されたフォルムはそのまま、新たな素材が登場。爽やかなカラバリのラフィアがとても新鮮。バッグ「Wander」各¥275,500 ブルゾン¥368,500 スカート¥192,500 プラトップ¥85,800 ブーツ¥275,000 (すべて予定価格) / Miu Miu (ミュウミュウ クライアントサービス)





アーバンなカゴバッグ

「カゴバッグはリゾートや休日を楽しむモノ」そんな認識は2023年の現代人には通用しない。新作の「Wander」は、都会派女性の日常にもフィットするマルチデザインで、オン・オフ両用で使える優れもの。バッグ「Wander」¥269,500 ジャケット¥495,000 ブラトップ ¥85,800 (すべて予定価格) / Miu Miu (ミュウミュウ クライアント サービス)

肌見せ多めで完成させる
新感覚のレディライク

現代女性のワードローブは常にアップデートし続ける。クロシェのブラトップとクラシックなプリーツスカートが織りなす、初夏にぴったりの装いには、足もとに華奢なキトゥンヒールを合わせ、エレガンスも忘れない。ブラトップ ¥119,900 スカート ¥286,000 アンダーウェア ¥61,600 シューズ ¥162,800 (すべて予定価格) / Miu Miu (ミュウミュウ クライアント サービス)



GIAPPONE - NUMERO - MIU MIU - 01.06.23



ボーダーとロゴの 人目を惹くレイヤード

ボーダーのトップを主役にした上級者の重ね着。襟もとからチラ見せるロゴは、さりげないようでしっかり計算された位置にあるのが、さすがミュウミュウ。クロシェのボトムの個性もミックスして、大人の戯れビーチスタイルが完成。トップ¥209,000 中に着たトップ(参考色)¥118,800 ボトム 参考商品(すべて予定価格) / Miu Miu (ミュウミュウ クライアントサービス)

相棒のようなバッグ

昨年登場したミュウミュウのアイコンバッグ「Wander」は、上質なマテラッセレザーと丸みシェイプが印象的で、世界中のファッションISTAを虜にするほど。新色も増え、カラバリも豊かに。色違いで揃えたいくなる。バッグ「Wander」¥297,000 トップ¥858,000 スカート¥1,760,000 ブラトップ¥85,800 シューズ¥145,200 (すべて予定価格) / Miu Miu (ミュウミュウ クライアントサービス)

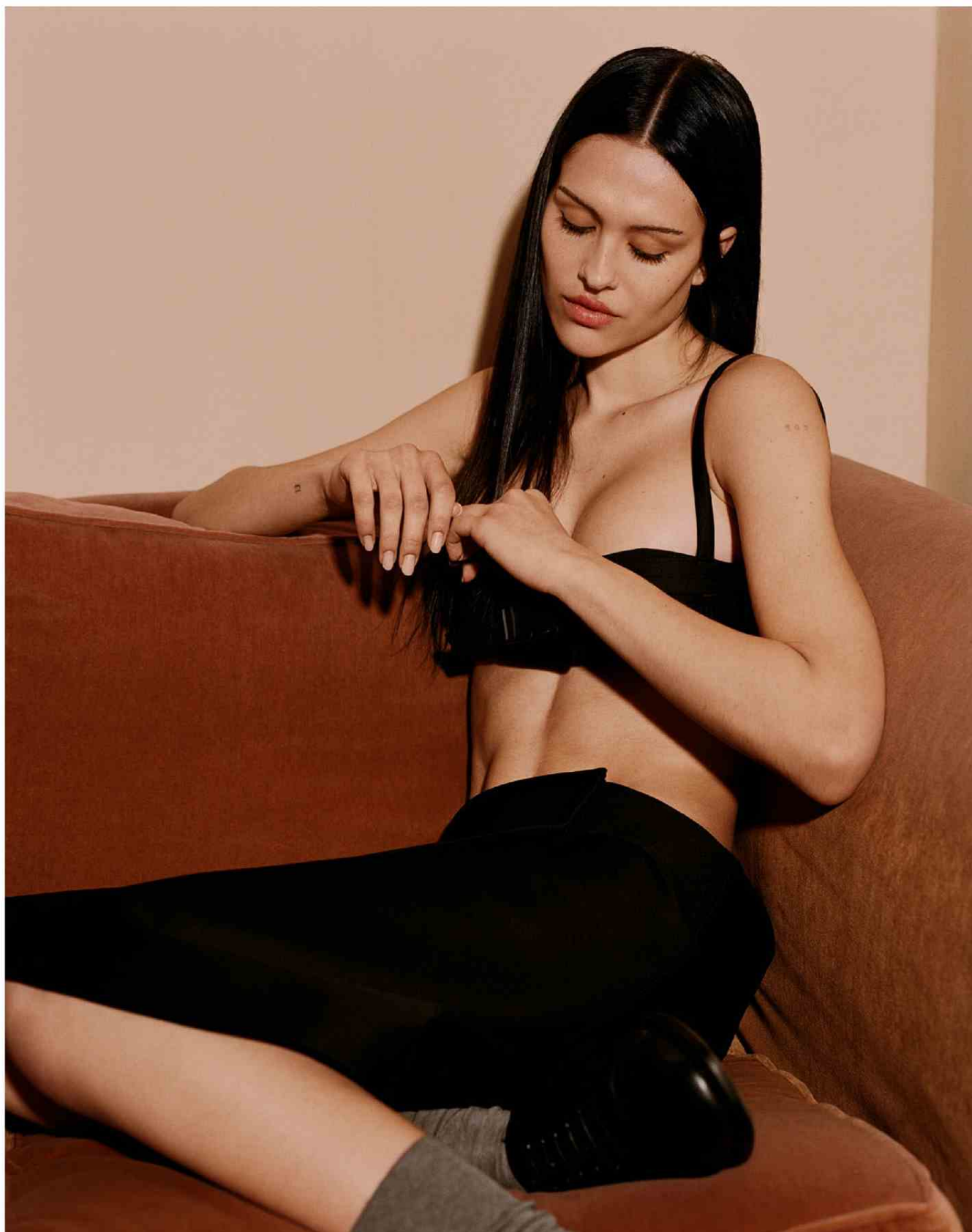
Hair : Shotaro
Makeup : Nobuko Maekawa
Fashion Editor : Yoshiko Kishimoto

GIAPPONE - NUMERO - MIU MIU - 01.06.23



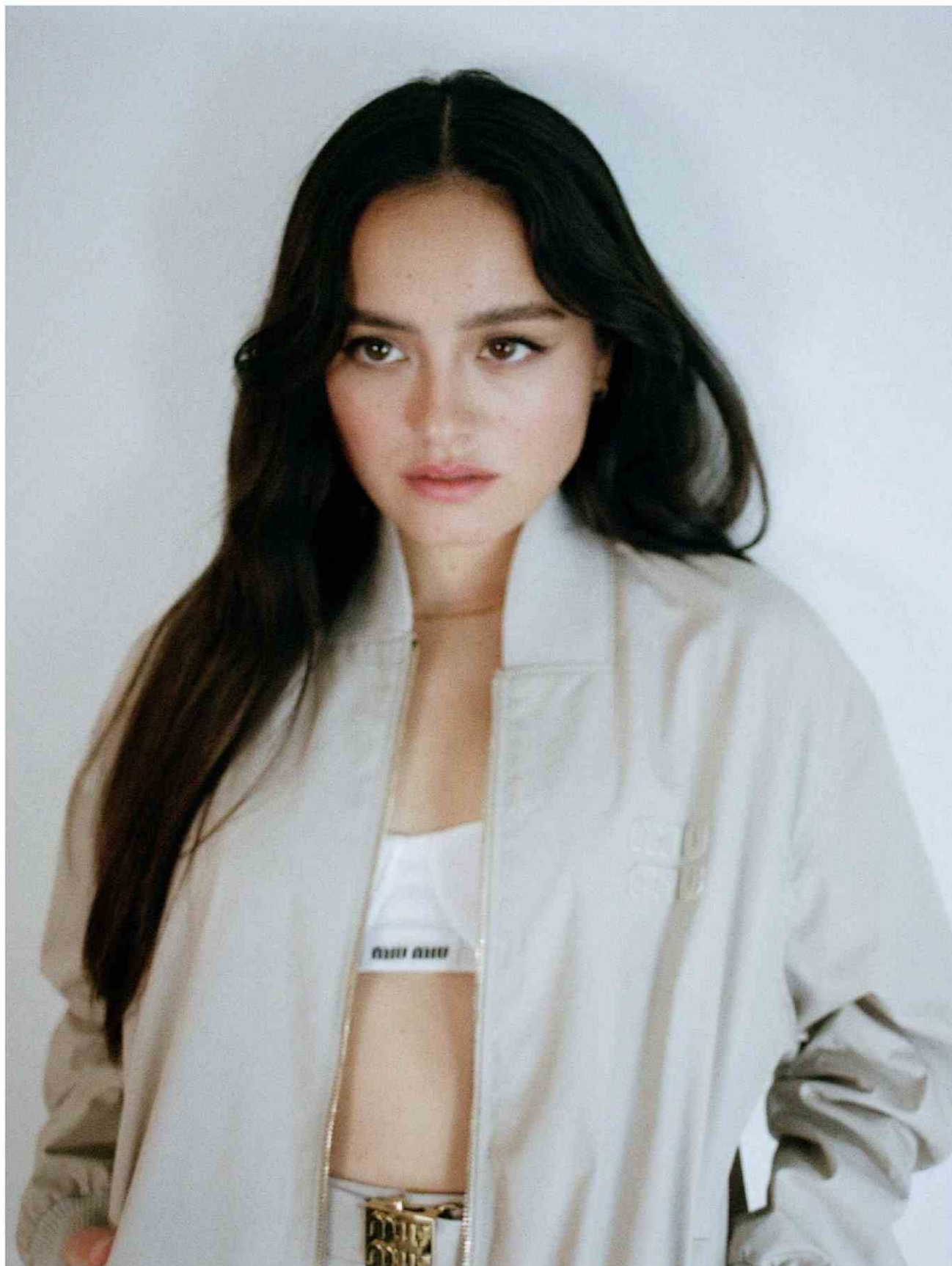
► 1 maggio 2023

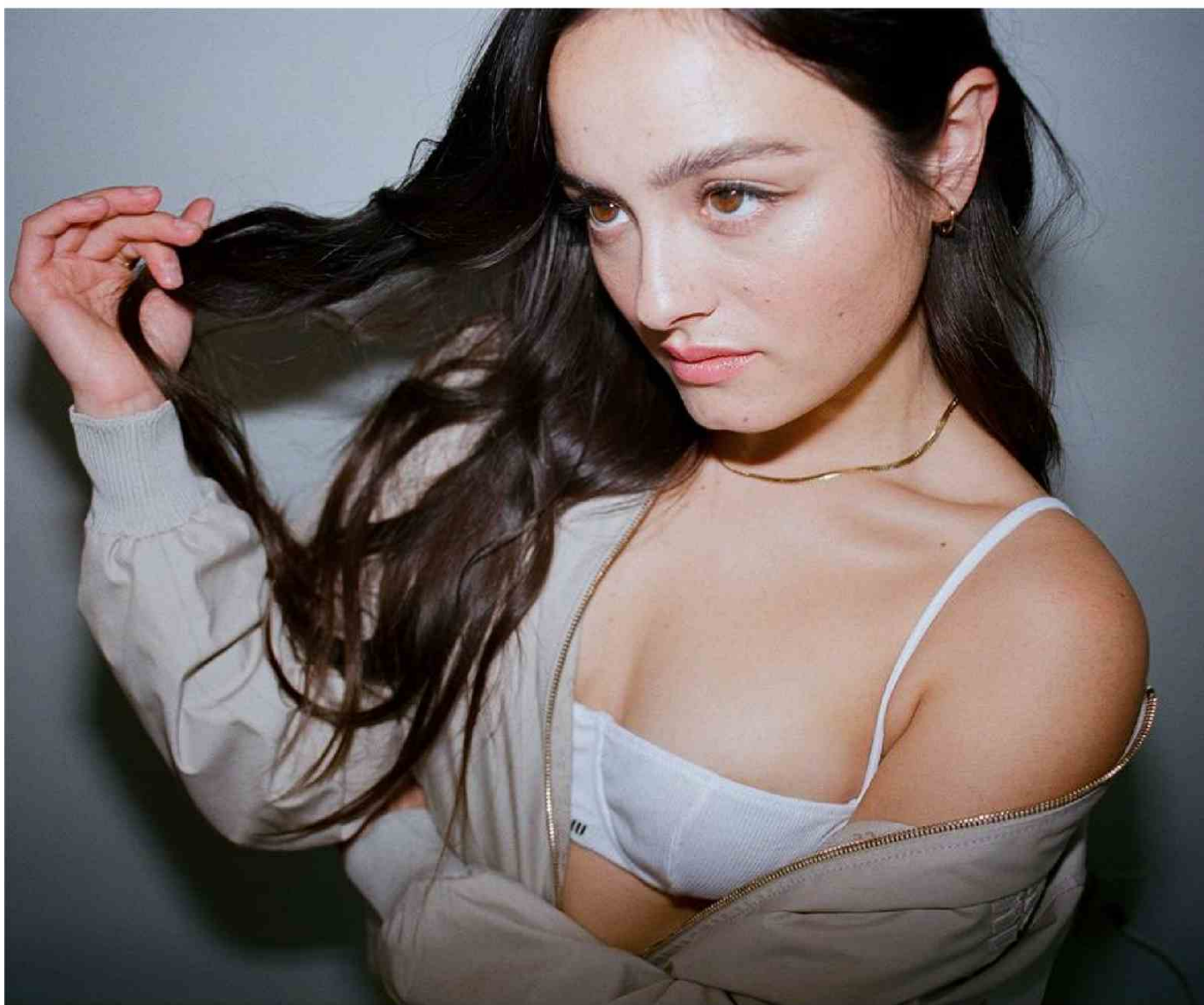






► 1 maggio 2023









► 1 maggio 2023





WWD

Fashion. Beauty. Business.

On a Roll

Miu Miu CEO Benedetta Petruzzo talks about the brand's fast growth and its latest ad campaign.

Page 2

Swan Dive

Roberto Cavalli is launching an activation at Selfridges based on its Leda and the Swan print.

Page 3

Gaining Influence

A new crop of Chinese influencers is rapidly gaining followers for their fashion and beauty livestreams.

Page 5

Dressing Up

A fresh take on menswear elegance with a new attitude was the main message for fall 2023, as seen here in this Maison Margiela black tactile viscose Neoprene-bonded coat with a bow detail, Ernest Baker's cotton shirt and Dior wool pants, finished with Rick Owens' boots and a Maison Margiela Recicla Mickey Mouse cadet hat with a black tulle fascinator. *For more on the trend, see pages 6 to 15.*

PHOTOGRAPH BY IVAN BIDEAC



FASHION

Miu Miu Launches Matelassé Campaign With Gigi Hadid



Gigi Hadid fronting the Miu Miu campaign.

MIU MIU

The Miu Miu Arcadie bag.



MIU MIU

● In an exclusive interview, CEO Benedetta Petruzzo discusses current brand heat, the celebration of its signature matelassé and the inspiration behind Steven Meisel's photos.

BY LUISA ZARGANI

MILAN – It's safe to say that Miu Miu is sizzling hot at the moment, but chief executive officer Benedetta Petruzzo underscores that the brand's current success, hinging on Miuccia Prada's creativity, is the result of seeds planted long ago and much team work.

This effort was addressed by newly installed Prada Group CEO Andrea Guerra as he commented on the first-quarter results of the company earlier this month, remarking on the "great job" done at Miu Miu over the past 12 to 36 months, as the brand is "well-received, visible and [enjoying] a much bigger retail success."

Compared with the same period in 2022, retail sales of the Miu Miu brand accelerated in the first three months of 2023, rising 42 percent to 129 million euros.

In the latest quarter of the Lyst Index's hottest brand list, Miu Miu climbed to second for the period between January to March, which is the brand's highest ranking since the list began. Prada nabbed the first spot.

Among the contributing factors to this growth, the rise in popularity of Miu Miu can be largely attributed to the high demand for the Pocket bag, a second collaboration with New Balance and a trend-setting Paris Fashion Week show featuring Emma Corrin, Zaya Wade, Mia Goth and Ethel Cain on the catwalk.

Ready-to-wear and shoes have always been strong categories for Miu Miu, growing across the board in all geographies, Petruzzo said in an exclusive interview, and leather goods are now increasingly becoming "a pillar" also through the launch of the new Pocket bag.

Petruzzo said "there is a new impulse" in this segment with a new campaign celebrating its signature matelassé series. The matelassé is a special craftsmanship where panels are doubled with wadding and elastic cloth and then quilted.

Miu Miu is celebrating the matelassé in two styles, the Wander, and the newly debuted Arcadie – in a campaign for spring fronted by Gigi Hadid and photographed by Steven Meisel, bowing on Thursday.

First launched during the fall 2006 show, the matelassé has been revisited in terms of size and design during the years and is by now so central to the brand's handwriting that it barely needs a logo to be recognized, the executive contended.

"The Wander already made a statement, as the matelassé craft has become iconic for us, and it expresses brand continuity," she continued. Drawing from ancient mythology, the name Arcadie evokes an idealized and idyllic natural location, observed Petruzzo.

For the campaign, Meisel was inspired by Margaret Keane, paying tribute to the late American artist as she reflects Miu Miu's attitude, independence and character, noted the CEO. Keane was known for her distinctive paintings of melancholic women, children and animals, often referred to as "big-eyed waifs."

Her husband Walter Keane took credit for her work for years, before losing a legal battle to his wife. The Keanes' story was

adapted by director Tim Burton in his "Big Eyes" film in 2014. There are references to Keane in Meisel's photos in terms of colors and the set, as well as the overall mood and Hadid's stylized poses.

"Miuccia Prada is one of the most inspiring and iconic women in the world – because she explores all of her loves and interests to their fullest potential," Hadid said. "It is an honor to see her work, work with her and to experience someone full of knowledge and powerful yet still down-to-earth and kind. She does so much to create spaces to celebrate others. I think of the Miu Miu woman as someone who has similar qualities to Miuccia...playful but calm, classic but cool, in-charge but grounded."

Asked about Hadid, Petruzzo acknowledged that "we are interested in her attitude through the lenses of Meisel" and how "immediate and intimate, as well as evocative" the images are.

While an established brand, "with a clear identity and positioning, we invested in making [Miu Miu] increasingly more visible and with an always growing community," Petruzzo said.

The identity reflects that community, "distinctive, a bit irreverent, radical, disruptive and authentic, we speak of women's empowerment to free and independent minds, women who refuse to be labeled, and this is visible also through the Miu Miu Women's Tales or the collaboration with artists, continued also in the last fashion shows. The brand is contemporary and immediate, it lives in the current times."

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WWD. 31.05.2023

Miu Miu lancia la campagna Matelassé con Gigi Hadid

In un'intervista esclusiva, il CEO Benedetta Petruzzo parla del momento di grande vitalità del marchio, della celebrazione del suo emblematico matelassé e dell'ispirazione alla base delle fotografie di Steven Meisel.

Di LUISA ZARGANI

MILANO — Si può affermare con una certa sicurezza che Miu Miu è uno dei marchi più hot del momento, ma il CEO Benedetta Petruzzo sottolinea che l'attuale successo del marchio, imperniato sulla creatività di Miuccia Prada, è il risultato di semi piantati molto tempo fa e di un grande lavoro di squadra. Questo sforzo è stato rimarcato dall'AD del Gruppo Prada Andrea Guerra, fresco di nomina, mentre nelle settimane scorse commentava i risultati del primo trimestre della società, mettendo l'accento sullo "straordinario lavoro" compiuto in Miu Miu negli ultimi 12 - 36 mesi, che ha permesso al marchio di essere "accolto positivamente, visibile e di godere di un successo decisamente maggiore a livello retail." Rispetto allo stesso periodo del 2022, nei primi tre mesi del 2023 le vendite retail del marchio Miu Miu hanno accelerato, guadagnando il 42 per cento e raggiungendo i 129 milioni di euro. Nell'ultimo trimestre dell'elenco dei marchi più di moda di Lyst Index, Miu Miu è salito al secondo posto per il periodo da gennaio a marzo, il miglior posizionamento in classifica dall'inizio di questa lista. Prada gli ha sottratto il primo posto. Tra i fattori che hanno contribuito a questa crescita, la maggior popolarità di Miu Miu può essere attribuita in larga misura all'elevata domanda per la borsa Pocket, a una seconda collaborazione con New Balance e a una sfilata che ha fatto tendenza alla Settimana della Moda di Parigi, con Emma Corrin, Zaya Wade, Mia Goth ed Ethel Cain in passerella. L'abbigliamento e le scarpe sono sempre state categorie forti per Miu Miu, in crescita in tutte le aree geografiche, ha osservato Petruzzo in un'intervista esclusiva, e la pelletteria sta ora diventando sempre di più "un pilastro" anche grazie al lancio della nuova borsa Pocket. La manager ha detto che "c'è una nuova spinta" in questo segmento con una nuova campagna che celebra la sua caratteristica serie matelassé. Il matelassé è una speciale tecnica artigianale con cui i pannelli sono doppiati con imbottitura e tessuto elastico e poi trapuntati. Miu Miu celebra il matelassé in due modelli, la Wander e l'Arcadie, che ha appena debuttato — in una campagna per la primavera che vede protagonista Gigi Hadid, fotografata da Steven Meisel, in uscita giovedì. Lanciato inizialmente durante la sfilata per l'autunno 2006, il matelassé è stato rivisitato negli anni in termini di grandezza e design ed è ora così fondamentale per lo stile caratteristico del marchio che quasi non ha bisogno di logo per essere riconosciuto, ha spiegato la dirigente. "La Wander ha già fatto tendenza, dato che la lavorazione matelassé è diventata iconica per noi, ed esprime la continuità del marchio", ha aggiunto Petruzzo. Il nome Arcadie, che attinge all'antica mitologia, evoca un luogo naturale idealizzato e idilliaco, ha spiegato. Per la campagna, Meisel si è ispirato a Margaret Keane, rendendo omaggio all'artista americana scomparsa mentre riflette sull'attitudine, l'indipendenza e il carattere di Miu Miu, ha sottolineato l'AD. Keane era famosa per i suoi caratteristici dipinti di donne, bambini e animali malinconici, spesso definiti "trovatelli con gli occhi grandi." Per anni, suo marito Walter Keane si è accaparrato il merito per il suo lavoro, prima di perdere una battaglia legale con la moglie. La storia dei Keanes è stata adattata dal regista Tim Burton nel film "Big Eyes" del 2014. Nelle fotografie di Meisel ci sono riferimenti a Keane in termini di colore e scenografia, come anche nell'atmosfera generale e nelle pose stilizzate di Hadid. "Miuccia Prada è una delle donne più stimolanti e iconiche e del mondo — perché esplora tutte le sue passioni e i suoi interessi fino al loro massimo potenziale", ha commentato Hadid. "È un onore vedere il suo lavoro, lavorare con lei e avere a che fare con una persona potente e di grande sapere eppure ancora alla mano e gentile. Fa moltissimo per creare spazi per celebrare altri. Penso alla donna Miu Miu come qualcuna che ha caratteristiche simili a Miuccia... spiritosa ma calma, classica ma cool, di potere ma con i piedi per terra." Interpellata riguardo ad Hadid, Petruzzo ha ammesso che "ci interessava la sua attitudine attraverso l'obiettivo di Meisel" e a quanto "immediate e intime, oltre che evocative" sono le immagini.

Benché sia un marchio affermato, “con un’identità e un posizionamento chiaro, abbiamo investito per rendere [Miu Miu] sempre più visibile e con una comunità in continua crescita”, ha sottolineato Petruzzo. L’identità rispecchia quella comunità, “originale, un po’ irriverente, radicale, dirompente e autentica, parliamo di emancipazione delle donne a menti libere e indipendenti donne che rifiutano di essere etichettate, e questo si vede anche attraverso i Miu Miu Women’s Tales o la collaborazione con artisti, continuata anche nelle ultime sfilate. Il marchio è contemporaneo e immediato, vive nel presente.” A cominciare dalla primavera 2022, Miu Miu ha collaborato con artisti e performer per i contenuti delle sfilate, aggiungendo uno strato di cultura alla moda, in linea con la sensibilità di Miuccia Prada. Per esempio, a marzo, la stilista ha presentato la sua ultima collaborazione per la sfilata Miu Miu al Palais d’Iéna a Parigi. Ha unito le forze con la coreografa e performance artist sudcoreana Geumhyung Jeong, che è famosa per la manipolazione di oggetti meccanici e le messinscène sensuali e all’avanguardia. Prada ha lavorato in precedenza con gli artisti Meriem Bennani per la sfilata Miu Miu primavera 2022 e Nathalie Djurberg e Hans Berg per la sfilata autunno 2022. Per la collezione Miu Miu primavera 2023, la stilista ha collaborato con l’artista cinese Shuang Li, che ha creato un video e un’installazione per la scenografia. L’anno scorso, le vendite di Miu Miu sono aumentate del 20 per cento, a quota 432 milioni di euro, registrando una netta accelerazione nel secondo semestre. La crescita delle vendite si basa sul prezzo pieno nel retail e nell’e-commerce, canale fondamentale per le clienti Miu Miu appartenenti alle generazioni Y e Z. Le minigonne e le ballerine di Miu Miu hanno anche lanciato tendenze, ha osservato Petruzzo, che però ha sottolineato che “dobbiamo sempre trovare un equilibrio con idee fresche e nuove per essere rilevanti stagione dopo stagione, rafforzando al contempo le icone.” La dirigente si è detta “ottimista riguardo al futuro” e alle strategie per il marchio. Pur essendo “molto soddisfatta” dei risultati in Europa e in Asia nel primo trimestre, dove l’azienda ha registrato “una fortissima ripresa”, ritiene che ci sia potenziale di crescita negli USA, dove “siamo ancora una piccola realtà, ma le americane ci cercano.” “Abbiamo ottimizzato la rete e sono fiduciosa che sia la giusta strategia per il futuro. Non prevedo cambiamenti strategici drastici. Stiamo investendo nell’eccellenza del marchio a livello retail, e ci stiamo focalizzando sulla rete esistente”, ha aggiunto. Quando le è stato chiesto un commento sulla nuova governance del Gruppo Prada, che a gennaio ha visto arrivare Guerra in qualità di amministratore delegato e Patrizio Bertelli diventare presidente e direttore esecutivo, Petruzzo ha detto che “nell’ambito della nuova struttura organizzativa, [Guerra] è un altro sostegno fondamentale per realizzare le nostre ambizioni come marchio e nel nostro cammino di crescita.”

WWD

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Miu Miu Launches Matelassé Campaign With Gigi Hadid

In an exclusive interview, CEO Benedetta Petruzzo discusses current brand heat, the celebration of its signature matelassé and the inspiration behind Steven Meisel's photos.

By [LUIZA ZARGANI](#) Plus Icon

-

MAY 31, 2023, 12:01AM



Gigi Hadid fronting the Miu Miu campaign. [COURTESY OF MIU MIU](#)

MILAN — It's safe to say that Miu Miu is sizzling hot at the moment, but chief executive officer Benedetta Petruzzo underscores that the brand's

current success, hinging on [Miuccia Prada](#)'s creativity, is the result of seeds planted long ago and much team work.

This effort was addressed by newly installed Prada Group CEO Andrea Guerra as he commented on the first-quarter results of the company earlier this month, remarking on the “great job” done at [Miu Miu](#) over the past 12 to 36 months, as the brand is “well-received, visible and [enjoying] a much bigger retail success.”

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Among the contributing factors to this growth, the rise in popularity of Miu Miu can be largely attributed to the high demand for the Pocket bag, a second collaboration with New Balance and [a trend-setting Paris Fashion Week show featuring Emma Corrin, Zaya Wade, Mia Goth and Ethel Cain on the catwalk.](#)

Ready-to-wear and shoes have always been strong categories for Miu Miu, growing across the board in all geographies, Petruzzo said in an exclusive interview, and [leather goods](#) are now increasingly becoming “a pillar” also through the launch of the new Pocket bag.

Petruzzo said “there is a new impulse” in this segment with a new campaign celebrating its signature matelassé series. The matelassé is a special craftsmanship where panels are doubled with wadding and elastic cloth and then quilted.

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MIU MIU

Gigi Hadid fronting the spring 2023 Miu Miu campaign.

First launched during the fall 2006 show, the matelassé has been revisited in terms of size and design during the years and is by now so central to the brand's handwriting that it barely needs a logo to be recognized, the executive contended.

"The Wander already made a statement, as the matelassé craft has become iconic for us, and it expresses brand continuity," she continued. Drawing from ancient mythology, the name Arcadie evokes an idealized and idyllic natural location, observed Petruzzo.

For the campaign, Meisel was inspired by Margaret Keane, paying tribute to the late American artist as she reflects Miu Miu's attitude, independence and character, noted the CEO. Keane was known for her distinctive paintings of melancholic women, children and animals, often referred to as "big-eyed waifs."

Her husband Walter Keane took credit for her work for years, before losing a legal battle to his wife. The Keanes' story was adapted by director Tim Burton in his "Big Eyes" film in 2014. There are references to Keane in Meisel's photos in terms of colors and the set, as well as the overall mood and Hadid's stylized poses.

“**Miuccia Prada** is one of the most inspiring and iconic women in the world — because she explores all of her loves and interests to their fullest potential,” Hadid said. “It is an honor to see her work, work with her and to experience someone full of knowledge and powerful yet still down-to-earth and kind. She does so much to create spaces to celebrate others. I think of the Miu Miu woman as someone who has similar qualities to Miuccia...playful but calm, classic but cool, in-charge but grounded.”

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MIU MIU

The Miu Miu Arcadie bag.

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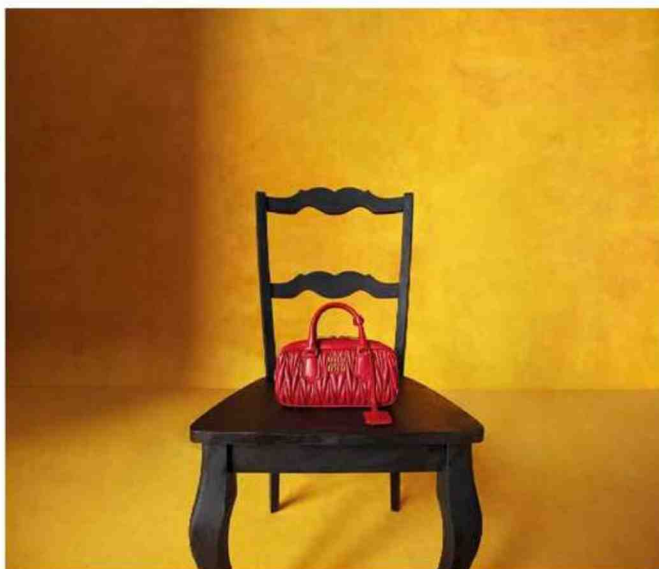


UNA STORIA DI LIBERTÀ di Viola Manni foto di Steven Meisel
Ispirata all'universo estetico della pittrice Margaret Keane,
la campagna della nuova borsa di Miu Miu racconta una rivincita.





MODA



A volte vogliono dichiaratamente Gigi, altre invece mi chiedono di interpretare un personaggio», racconta Hadid dal set dell'ultima campagna Miu Miu. Scattata dal grande fotografo Steven Meisel, richiama l'universo estetico dell'artista americana Margaret Keane scomparsa il 26 giugno scorso, famosa per i suoi ritratti di bambini e animali dagli occhi grandi e protagonista, negli anni Sessanta, di uno fra i più famosi casi di "furto intellettuale" nella storia dell'arte moderna. Per anni infatti, il marito Walter si prese il merito delle sue opere, precludendole il successo e costringendola a vivere nell'ombra. La verità è venuta a galla solo dopo il loro divorzio, con un lungo processo dal quale è uscita vittoriosa dipingendo "un Keane originale" davanti alla giuria.

Una storia di libertà ed emancipazione in linea con l'identità del brand, che da anni si impegna in progetti che raccontano il femminile. «Ho apprezzato in modo particolare la scenografia di Mary Howard per la campagna, lei e Steven riescono sempre a creare qualcosa di magico, e il fatto che il set fosse ispirato a dei dipinti lo rendeva così Miuccia», continua la top model riferendosi alla passione per l'arte della signora Prada.

Negli scatti della campagna non ci sono i grandi occhi dei bambini protagonisti delle opere di Margaret Keane ma quelli di Hadid e poi colori, ombre e sfumature che si rifanno chiaramente ai quadri dell'artista americana, mentre la modella stringe tra le braccia Arcadie, la nuova borsa Miu Miu che, proprio come la già famosa Wander, è realizzata con l'emblematica lavorazione matalassé del brand. E cosa metterà Gigi nella sua Arcadie? «Per uscire la sera o per una passeggiata, viaggio abbastanza leggera: portafoglio, rossetto, occhiali da sole, telefono... a volte una macchina fotografica». Nella vita di tutti i giorni, racconta Hadid, «amo esprimermi attraverso gli accessori: in questo caso la mia preferita è quella rosa, ma ho messo gli occhi anche su quella beige e quella bianca...».

Dopo la nascita di sua figlia, Hadid ha trascorso molto tempo nella sua fattoria concentrandosi sulla piccola Khai. «Credo che diventare mamma mi abbia aiutata a dare le giuste priorità per trovare un equilibrio tra famiglia e lavoro. Oggi il tempo che dedico alla professione è solo per ingaggi davvero appaganti». ■

Sopra, la nuova borsa Arcadie di Miu Miu. A sinistra, Gigi Hadid nella campagna scattata da Steven Meisel.

Foto courtesy Miu Miu

News

Miu Miu svela la borsa Arcadie con Gigi Hadid

a cura di Giada Cardo e Michela Frau

Miu Miu chiama Gigi Hadid (nella foto) per il lancio della nuova bag Arcadie. Ispirandosi alla vita e allo spirito dell'artista americana Margert Keane, Steven Maisel ha scattato



la campagna che vede la top model stringere le due borse che celebrano il caratteristico matelassé della maison. Oltre alla storica Wonder, compare appunto Arcadie, il cui nome rievoca lo scenario idealizzato della mitologia dell'antica Grecia fondendo la leggerezza moderna con le tradizioni della lavorazione in pelle, che aggiunge profondità ai due modelli di borsa. Gli spazi idealizzati che accolgono Gigi Hadid si ispirano all'universo estetico dell'artista americana Keane, con cui Miu Miu condivide l'atteggiamento e la libertà, incapsulato nei gesti e nelle emozioni della top model il cui styling è stato curato da Lotta Volkova.



WWD

Fashion. Beauty. Business.

On a Roll

Miu Miu CEO Benedetta Petruzzo talks about the brand's fast growth and its latest ad campaign.

Page 2

Swan Dive

Roberto Cavalli is launching an activation at Selfridges based on its Leda and the Swan print.

Page 3

Gaining Influence

A new crop of Chinese influencers is rapidly gaining followers for their fashion and beauty livestreams.

Page 5

Dressing Up

A fresh take on menswear elegance with a new attitude was the main message for fall 2023, as seen here in this Maison Margiela black tactile viscose Neoprene-bonded coat with a bow detail, Ernest Baker's cotton shirt and Dior wool pants, finished with Rick Owens' boots and a Maison Margiela Recicla Mickey Mouse cadet hat with a black tulle fascinator. *For more on the trend, see pages 6 to 15.*

PHOTOGRAPH BY IVAN BIDEAC



FASHION

Miu Miu Launches Matelassé Campaign With Gigi Hadid



Gigi Hadid fronting the Miu Miu campaign.

MIU MIU

The Miu Miu Arcadie bag.



MIU MIU

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By **JOE MORGAN**

GIGI Hadid is a wide-eyed beauty in this luxury handbag campaign.

The 28-year-old supermodel is the new face of fashion label **Miu Miu's** Arcadie bag, costing an eye-watering £2,300.

The fashion campaign was inspired by the late US artist Margaret Keane, who painted women, children and animals in soulful poses, giving them oversized eyes.

Picture: **MIU MIU**





Miu Miu chiama Gigi Hadid per il lancio della borsa Arcadie

La maison del gruppo **Prada**, che ha archiviato il 2022 in crescita del 20%, celebra il suo iconico matelassé con una nuova bag. Scattata da Steven Meisel, la campagna evoca l'estetica dell'artista americana Margaret Keane

di **Michela Frau**

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Uno scatto della campagna Miu Miu (ph Steven Meisel, courtesy Miu Miu)

Miu Miu chiama **Gigi Hadid** per il lancio della nuova bag Arcadie. Ispirandosi alla vita e allo spirito dell'artista americana **Margert Keane**, **Steven Maisei** ha scattato la campagna che vede la top model stringere le due borse che celebrano il caratteristico matelassé della maison. Oltre alla storica Wonder, compare appunto Arcadie, il cui nome rievoca lo scenario idealizzato della mitologia dell'antica Grecia fondendo la

leggerezza moderna con le tradizioni della lavorazioni in pelle, che aggiunge profondità ai due modelli di borsa.

Gli spazi idealizzati che accolgono Gigi Hadid si ispirano all'universo estetico dell'artista americana Keane, con cui **Miu Miu** condivide l'atteggiamento, la libertà e il carattere indomito, questa volta incapsulato nei gesti e nelle emozioni della top model il cui styling è stato curato da **Lotta Volkova**.

Miu miu ha archiviato l'anno fiscale 2022 con un incremento delle vendite del 20%. (riproduzione riservata)





Gigi Hadid è la nuova testimonial di **Miu Miu**

V vogue.it/gallery/campagne-pubblicitarie-moda-autunno-inverno-2023-2024

Vogue Italia

1 giugno 2023



NEWS

di [Vogue Italia](#)

1 giugno 2023

Immortalata da Steven Meisel e con lo styling di Lotta Volkova, apre le danze delle adv della stagione autunno inverno 2023/2024

Gigi Hadid per **Miu Miu è solo la prima delle sorprese che avremo dalle campagne pubblicitarie moda autunno inverno 2023 2024. La top, infatti, è oggi il volto del brand, con gli scatti fotografici di Steven Meisel.**

È Gigi Hadid la testimonial della campagna pubblicitaria moda autunno inverno 2023 2024 di **Miu Miu**. Le protagoniste degli scatti sono due borse diverse, la leggendaria *Wander* e la nuova *Arcadie*, entrambe realizzate in tessuto matelassé. L'eroina **Miu Miu** trova nuova forma nell'immaginario visivo di Steven Meisel, che per l'occasione è stato ispirato dall'estetica e dalla storia personale all'insegna della libertà dell'artista americana Margaret Keane.

La grande importanza dei testimonial per le campagne pubblicitarie del lusso è innegabile: contribuiscono ad aumentare la percezione positiva del brand che, attraverso la scelta di determinati personaggi pubblici, si lega a tutto il loro universo e di





conseguenza lavora sulla sua reputazione. I testimonial sono anche la prova tangibile – o, per l'appunto, la *testimonianza* – che un prodotto è affidabile: i consumatori si sentono rassicurati quando un personaggio riconosciuto universalmente viene associato a un prodotto conforme al loro gusto estetico e, inevitabilmente, sono anche più propensi a comprarlo. Scegliere dei personaggi affini ai valori del brand e dei suoi clienti più fedeli ma anche più in generale della propria *fan base*, composta da potenziali consumatori del futuro, è quindi fondamentale per la comunicazione di ogni marchio. I brand di lusso, in particolare, devono fare ancora più attenzione allo *scouting*, a una ricerca di talenti in linea coi tempi e che possano essere il volto perfetto per le nuove collezioni, in quanto parte di un mercato che si muove stagione per stagione, quindi più volte all'anno, e alla costante ricerca di novità. Sarà interessante scoprire tutti i nuovi testimonial delle campagne pubblicitarie moda autunno inverno 2023 2024.





1/1



Gigi Hadid per Miu Miu

Gli scatti di Steven Meisel con lo styling di Lotta Volkova e la direzione creativa di Edward Quarmby sono ispirati al lavoro dell'artista americana Margaret Keane. Insieme alla top, per la prima volta volto del brand, celebrano il matelassé, protagonista del mondo accessori, a partire dalla borsa *Arcadie*.



WWD

WOMEN'S WEAR CULTURE

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[FASHION](#)

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Miu Miu Launches Matelassé Campaign With Gigi Hadid

In an exclusive interview, CEO Benedetta Petruzzo discusses current brand heat, the celebration of its signature matelassé and the inspiration behind Steven Meisel's photos.

By [LUIZA ZARGANI](#) Plus Icon

-

MAY 31, 2023, 12:01AM



Gigi Hadid fronting the Miu Miu campaign. [COURTESY OF MIU MIU](#)

MILAN — It's safe to say that Miu Miu is sizzling hot at the moment, but chief executive officer Benedetta Petruzzo underscores that the brand's

current success, hinging on [Miuccia Prada](#)'s creativity, is the result of seeds planted long ago and much team work.

This effort was addressed by newly installed Prada Group CEO Andrea Guerra as he commented on the first-quarter results of the company earlier this month, remarking on the “great job” done at [Miu Miu](#) over the past 12 to 36 months, as the brand is “well-received, visible and [enjoying] a much bigger retail success.”

Compared with the same period in 2022, retail sales of the [Miu Miu](#) brand accelerated in the first three months of 2023, rising 42 percent to 129 million euros.

In the latest quarter of the Lyst Index's hottest brand list, [Miu Miu](#) climbed to second for the period between January to March, which is the brand's highest ranking since the list began. Prada nabbed the first spot.

Among the contributing factors to this growth, the rise in popularity of Miu Miu can be largely attributed to the high demand for the Pocket bag, a second collaboration with New Balance and [a trend-setting Paris Fashion Week show featuring Emma Corrin, Zaya Wade, Mia Goth and Ethel Cain on the catwalk.](#)

Ready-to-wear and shoes have always been strong categories for Miu Miu, growing across the board in all geographies, Petruzzo said in an exclusive interview, and [leather goods](#) are now increasingly becoming “a pillar” also through the launch of the new Pocket bag.

Petruzzo said “there is a new impulse” in this segment with a new campaign celebrating its signature matelassé series. The matelassé is a special craftsmanship where panels are doubled with wadding and elastic cloth and then quilted.

Miu Miu is celebrating the matelassé in two styles, the Wander, and the newly debuted Arcadie — in a campaign for spring fronted by Gigi Hadid and photographed by Steven Meisel, bowing on Thursday.



MIU MIU

Gigi Hadid fronting the spring 2023 Miu Miu campaign.

First launched during the fall 2006 show, the matelassé has been revisited in terms of size and design during the years and is by now so central to the brand's handwriting that it barely needs a logo to be recognized, the executive contended.

"The Wander already made a statement, as the matelassé craft has become iconic for us, and it expresses brand continuity," she continued. Drawing from ancient mythology, the name Arcadie evokes an idealized and idyllic natural location, observed Petruzzo.

For the campaign, Meisel was inspired by Margaret Keane, paying tribute to the late American artist as she reflects Miu Miu's attitude, independence and character, noted the CEO. Keane was known for her distinctive paintings of melancholic women, children and animals, often referred to as "big-eyed waifs."

Her husband Walter Keane took credit for her work for years, before losing a legal battle to his wife. The Keanes' story was adapted by director Tim Burton in his "Big Eyes" film in 2014. There are references to Keane in Meisel's photos in terms of colors and the set, as well as the overall mood and Hadid's stylized poses.

“[Miuccia Prada](#) is one of the most inspiring and iconic women in the world — because she explores all of her loves and interests to their fullest potential,” Hadid said. “It is an honor to see her work, work with her and to experience someone full of knowledge and powerful yet still down-to-earth and kind. She does so much to create spaces to celebrate others. I think of the Miu Miu woman as someone who has similar qualities to Miuccia...playful but calm, classic but cool, in-charge but grounded.”

Asked about Hadid, Petruzzo acknowledged that “we are interested in her attitude through the lenses of Meisel” and how “immediate and intimate, as well as evocative” the images are.



MIU MIU

The Miu Miu Arcadie bag.

While an established brand, “with a clear identity and positioning, we invested in making [Miu Miu] increasingly more visible and with an always growing community,” Petruzzo said.

The identity reflects that community, “distinctive, a bit irreverent, radical, disruptive and authentic, we speak of women’s empowerment to free and independent minds, women who refuse to be labeled, and this is visible also through the Miu Miu Women’s Tales or the collaboration with artists,

continued also in the last fashion shows. The brand is contemporary and immediate, it lives in the current times.”

Beginning with spring 2022, Miu Miu has been collaborating with artists and performers on show content, adding a layer of culture to fashion, in line with Miuccia Prada’s sensibility. For example, in March the designer unveiled her latest tie-up for her [Miu Miu](#) show at the Palais d’Iéna in Paris. She linked with South Korean choreographer and performance artist Geumhyung Jeong, who is known for her manipulation of mechanical objects and her edgy, sensual staging.

Prada previously worked with artists Meriem Bennani on the Miu Miu spring 2022 show and with Nathalie Djurberg and Hans Berg on the fall 2022 show. For [Miu Miu](#)’s spring 2023 show, the designer collaborated with Chinese artist Shuang Li, who conceived a video and set installation.

Last year, [Miu Miu](#) sales were up 20 percent to 432 million euros, recording a sharp acceleration in the second half.

The sales growth is based on full price at retail and e-commerce, a key channel for the Gen Y and Z customers of Miu Miu.

Miu Miu’s miniskirts and ballerinas have also sparked trends, Petruzzo observed, but she noted that “we have to always find a balance with fresh new ideas to be relevant season after season, while also strengthening the icons.”

Petruzzo was “optimistic about the future” and the strategies for the brand.

While “very satisfied” with the performance in Europe and Asia in the first quarter, where the company registered “a very strong rebound,” the executive believes there is growth potential in the U.S., where “we are still small, but Americans are looking for us.”

“We have optimized the network and I am confident this is the right strategy for the future. I don’t expect drastic strategic changes. We are investing in brand retail excellence, and focusing on the existing network,” Petruzzo said.

Asked about the new Prada Group governance, which saw the arrival of Guerra as Prada Group CEO in January and Patrizio Bertelli becoming chairman and executive director of the group, Petruzzo said that “within the new organizational structure, [Guerra] is another fundamental support in achieving our ambitions as a brand and in our growth path.”

MIU MIU

Miu Miu Celebrates Matelassé With Its New Arcadie Bag

Showcased in new campaign imagery starring Gigi Hadid



By [Kaitlin Serio](#) • Jun 8, 2023

By [Kaitlin Serio](#) • Jun 8, 2023

While [2022 put Miu Miu back on the map](#), 2023 is proving to really be the year of Miu Miu, with its momentum showing absolutely no signs of slowing down. Recently stealing the spot for the [second most popular designer brand](#) of the moment, Miu Miu continues to nail its youthful, modern aesthetic. Bringing a fresh lens to its most emblematic House motifs, Miuccia Prada continues to propel it forward, but each collection still feels Miu Miu inherently.

Campaign featuring Gigi Hadid by Steven Meisel

This month Miu Miu unveils the Arcadie Bag, with Gigi Hadid as the face of its launch. The images, which are said to explore the gray space between realism and surrealism, celebrate Miu Miu matelassé. Oozing the unmistakable attitude of the Miu Miu girl, the images, shot by famed photographer Steven Meisel, draw inspiration from American artist Margaret Keane and also feature the emblematic [Miu Wander](#).



MIU MIU



MIU MIU

Synonymous with the House, no one quite nails the matelassé technique like Miu Miu, and it takes center stage on the new Arcadie bag, which was first revealed [on the runway for Fall 2023](#).

Introducing the Arcadie: a New Classic from Miu Miu

The Arcadie Bag feels new but familiar at the same time, reinventing some of the House's most important signifiers. The Arcadie Bag is a reinterpretation of an iconic design. Taking a House classic and giving it an east/west makeover, the Arcadie bag is a true representation of Miu Miu's classic meets contemporary DNA.



MIU MIU



MIU MIU

Though it is also available in smooth leather, the Arcadie is further enhanced by the craftsmanship of Miu Miu's storied matelassé. Retail is \$3,000 for the smooth leather version and \$3,300 for matelassé. [Discover more and shop now via Miu Miu](#).

THE IMPRESSION

WHERE FASHION GETS CREATIVE



Review of Miu Miu “Arcadie” Spring 2023 Ad Campaign by Creative Director Edward Quarmby with Photographer Steven Meisel with model Gigi Hadid

Miu Miu draws strength from the life and work of painter Margaret Keane in the launch campaign for its new Arcadie bag. The campaign was shot by photographer Steven Meisel.

The imagery was inspired by the work of Margaret Keane, whose life story is as compelling as her work itself. Known for her kitschy yet emotive portraits distinguished by their subjects’ (typically children and women) big eyes, which became quite popular during the 60s, Keane was essentially trapped in an exploitative relationship with her husband, who took the credit for much of his work and falsely presented it as her own. Only after their divorce did it come to light that Margaret herself was behind all the “duo’s” paintings – which was officially settled in a court case where Margaret painted an original artwork before the jury, while her husband Walter could paint nothing.

The backdrops of Meisel's portraits represent the familiar and somewhat surreal style of Keane's paintings, complete with the artist's signature brushstrokes. Gigi Hadid stands in for her signature big-eyed waif – a connection that doesn't quite come through, since the model's eyes are relatively normal-sized. Nonetheless, Meisel and Hadid work together well to find other ways to emphasize the eyes, with the photographer's camera boldly meeting her inscrutable gaze.

Margaret Keane feels like an excellent icon for Miu Miu to pay homage to, both in her work and in her life. Her paintings' aesthetic themes of young womanhood, vulnerability, and emotional surrealism nicely sync up with the world of Miu Miu. Meanwhile, her own personal story of resilience, creativity, and determination round out the quietly strong character of the Miu Miu protagonist.

Compared to the pace of many other fashion brands, it's somewhat rare for Miu Miu to do a full campaign that could be considered an artist collaboration – so we know that when they do do it, it will be thoughtful and intentional. Creating a well-timed celebration of art and life (Keane passed away in the summer of last year), Miu Miu, Meisel, and Hadid carry this legacy forward with strength and sensitivity.



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MIU MIU



MIU MIU



MIU MIU

Miu Miu Creative Director | Miuccia Prada
Creative Director | Edward Quarmby
Photographer | Steven Meisel
Videographer | Steven Meisel
Model | Gigi Hadid
Stylist | Lotta Volkova
Set Designer | Mary Howard

DO I NEED THIS JUNE 2, 2023

You Need the Miu Miu Arcadie Bag

By [Tiana Randall](#), the Cut's editorial assistant



Photo: Steven Meisel for Miu Miu

*For more of the Cut's favorite fashion, beauty, and home finds, [sign up for the weekly **Cut Shop Newsletter**](#).*

What is it?

2022 was the year of Miu Miu. Its [viral micro-miniskirt](#) became inescapable after gracing many magazine covers. Now, Miu Miu hopes to re-create the same viral moment with its new Arcadie bag. Its latest campaign features [Gigi Hadid](#) sporting the bags that pay homage to the work of Margaret Keane, an esteemed American artist celebrated for her women-

centric paintings, and are made from the distinctive brushstroke-like textured leather known as matelassé, which has become a defining feature of former styles, such as the Wander bag.

Do I need this?

Yes. Like the Miu Miu miniskirt, we predict that this bag is stepping up to the throne as the newest “It” bag. Like previous bags, the matelassé material adds texture and depth, while the array of earth-toned colorways makes it timeless and easy to pair with every outfit.

Where can I get it?

The collection — with prices that range from \$2,650 to \$3,300 — is available at [MiuMiu.com](https://www.miumiu.com) and in stores.



Miu Miu Arcadie matelassé nappa leather bag - Black

\$3,300

BUY AT MIU MIU



Miu Miu Arcadie matelassé nappa leather bag - Caramel

\$3,300

BUY AT MIU MIU



Miu Miu Arcadie matelassé nappa leather bag - Sand Beige

\$3,300

BUY AT MIU MIU

What are people saying?

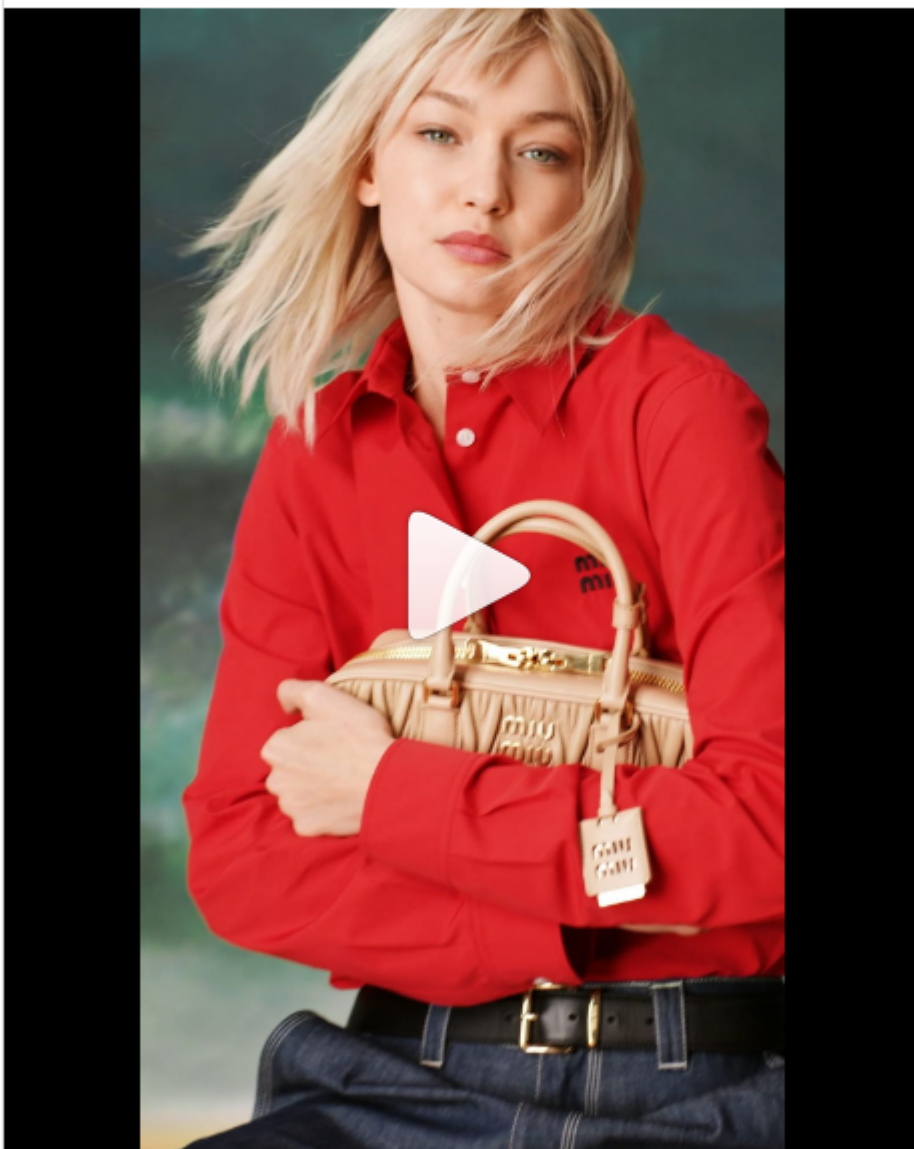
People were excited to see that model Gigi Hadid was the face of this newest campaign. Commenters said, “Omg Gigi Hadid, the queen,” and “Supermodel in Miu Miu.” The campaign star herself told Miu Miu that she loves how the Arcadie bag is a “seemingly simple bag from afar but has so much detail and character.” Hadid also shared that her favorite colorway is the pink one, and that she keeps her wallet, lip liner, lipstick, moisturizer, sunglasses, phone, and sometimes a camera inside.

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Original audio

Visualizza profilo



[Visualizza altri contenuti su Instagram](#)

i-D



FASHION

Gigi for Miu Miu & Balenciaga's new normcore: What's in fashion?

Your one-stop-shop for this week's fashion news to know!

BY

TOM GEORGE

AND

OSMAN AHMED



MIU MIU



MIU MIU



MIU MIU

Gigi Hadid is the new face of Miu Miu's Wander and Arcadie bags, but what exactly does the world's most famous supermodel carry around in her bag? Well, in a new interview, we have all the answers. There were also some great bags this week, courtesy of Balenciaga's new extraordinarily ordinary Spring 24 collection, presented via a digital video (*tres 2020*) that saw a fictional cast of balenciaga employees form scene of everyday life on the streets of Avenue George V, home to the house's historical *maison*. What's the opposite of norm pre? Gucci, of course. The Italian house's Gucci Chime initiative celebrates its 10th birthday this year, continuing to fight for gender liberation a decade on. Meanwhile? Pharrell is hosting an auction of LV and Chanel goodies (and more!) and Pat McGrath has put together some stunning Swarovski beauty looks that will have your jaw on the floor. Here's what's in fashion.

Images courtesy of Miu Miu

An interview with Gigi Hadid on fashion, fame and what's in her Miu Miu bag

There's no doubt that big slay supermodel Gigi Hadid fits within Miu Miu's universe of empowered heroines and a new campaign from Steven Meisel that reworks the spirit of the legendary artist Margaret Keane, showcases her chameleonic power. Dressed in the house's signature extraordinary reworkings of uniform and minimalist workwear, including *that* mini skirt, she showcases two of Miuccia's matelassé nappa leather holdall offerings – the beloved Wander bag and the new bag on the scene, the Arcadie.

Here, Gigi chats about working with Steven Meisel, the impact of fame and fashion on her life, and her favourite of the Miu Miu bags. TG

How would you describe the experience of working with Steven Meisel for the Arcadie bag campaign and how would you describe the relationship between model and fashion photographer?

Any time spent in front of Steven's lens is an honour, but shooting this campaign and celebrating a new partnership with Miu Miu was special. I was so excited about this concept and especially enjoyed this set design by Mary Howard — she and Steven always make magic together, and the set being based on paintings made it SO Miuccia! It was fun to walk onto a set that made me feel small and take on this character.

Steven has taught me so much about being a model and he's given me a lot of confidence in my instincts while shooting. I respect him a lot because he knows exactly what he wants, he's efficient, gentle spirited, and effortlessly funny! Every working relationship with a photographer is different, it's like dancing with someone ... it either works or you don't find your rhythm. I love dancing with Steven!

What does fashion mean to you and what part does it play in your life?

Fashion inspires me through its more creative sides: the campaigns, editorials, shows, set design, creative direction... in my day-to-day life I have a wardrobe of staples mostly, but I love expressing myself through accessories, bags, shoes, eyewear, and of course have fun with runway looks and custom pieces for special moments.

How would you say you approach your work as a model? What is your working process?

I would say I take my job from a very professional and creative perspective. I'm there to get the job done, sell the product, but you have to understand the story you are there to tell as well. What I enjoy most is the friendships I have made from spending time on set. I love watching everyone and taking in their different crafts; I think a good model needs to understand everything that's going on around them, too.

How far do you play yourself in fashion editorials and/or campaigns and how far is it someone else?

It depends on the day, and the creative direction I am given... sometimes they very clearly want 'Gigi' and sometimes I play a character. If I can find myself in a character, I will play into that, but if not, my mind goes to whatever the story inspires.

How do you maintain the balance between fame and privacy?

It takes time, and you learn from trial and error, but I think becoming a mom has really helped me to prioritise the balance of being home at my farmhouse and fully focused on my time with my daughter, and making sure my time to work consists of jobs and experiences that are fulfilling for me.

What do you like about carrying the Miu Miu bags in the campaign?

I love these bags and carry my own often, my favourite is the pink one! Shooting this new campaign, I had my eye on the sand beige and white ones, I feel like I could wear them with so many things. I love how it's a seemingly simple bag from afar but has so much detail and character, it comes in so many colours, and of course the quality is exceptional; I feel like everyone can find a way to express themselves through these Miu Miu bags.

And what's inside yours?

For a night out or a quick walk to lunch I travel pretty light: wallet, lip liner, lipstick and/or moisturiser, sunglasses, phone... sometimes a camera.



Miu Miu and the new Arcadie: a Campaign Inspired by Margaret Keane – The Italian Rêve



Soft surfaces that change shape in sync with time, with evolutions, with revolutions. With the Miu Miu Matelassé line, bodies and materials blend together, as if they were a single mirror. Just as bodies change with time, revealing themselves from time to time in a new, unique shape, the Miu Miu bag changes shape but preserves the same “skin”, renewing itself in step with the times.

Miu Miu e la nuova Arcadie" decoding="async" title=" Miu Miu e la nuova Arcadie" id="483ad6fe">

What happens if you combine the currently most loved brand with one of the most famous top models ever?

Miu Miu e la nuova Arcadie" decoding="async" title=" Miu Miu e la nuova Arcadie" id="29f9bd78">

Just like the new Arcadie bag and the iconic Wander that, held in the arms of Gigi Hadid, are immortalized in the iconic shots of **Steven Meisel** celebrating the emblematic matelassé of Miu Miu and echoing images that explore a modern hinterland between reality and surrealism.

The new Arcadie bag is, therefore, a destination, that entered into mythology since ancient Greece, an idealized scenery, an idyllic and Elisiac landscape, surrounded by nature.

In this campaign, inspired by the American artist Margaret Keane, Meisel evokes the aesthetic universe – instantly recognizable – to remodel that of the Miu Miu heroine, in a series of portraits that capture both Gigi Hadid and the bags as, in the same way, the indomitable character of Keane, her freedom, her history, are intrinsically similar to the unmistakable attitude of Miu Miu, here encapsulated in the gestures, moods and emotions of Gigi.

Finally, the richness of these idealized spaces – recreated by structured and real brushstrokes – is accompanied by the intricateness of Miu Miu's characteristic



matelassé. Blending modern lightness with leather processing traditions, this iconic material adds texture and depth to the two bag models.

Sided by evocative still-life shots, in this series of stylized portraits and at the same time intimate and direct, Gigi invites us into this world, partly imaginary and partly concrete, but entirely **Miu Miu**.

Some information to get to know more:

The inspiration, **Margaret Kean**, is an artist known for focusing on the eyes as the main subject of her works, so much so as to become recognizable precisely for her paintings of “**subjects with big eyes**” Margaret Kean was an American artist whose commercial success culminated in the early 1960s with cheap reproductions such as posters and business cards.

Being used to painting older girls and women often representing them in the style of Amedeo Modigliani, with almond eyes and elongated faces and shapes, in the early 60s, both Margaret and her then-husband Walter, were presented as a couple of painters. Between the two, however, the husband took credit for all the paintings representing subjects with large round eyes, leaving to his wife that of the works in the style of Modigliani until divorce, when Margaret finally revealed that she was actually the painter of both styles. In the diatribe that led both to a federal trial in Hawaii, **Margaret won** by painting an original KEANE in front of a judge and a jury and continuing to paint in both styles for decades.

A combination, between the bag and artistic inspirations, that makes this new launch something unique.





Gigi Hadid interpreta la nuova campagna **Miu Miu** con le borse **Arcadie e Wander**

lofficielitalia.com/moda/miu-miu-campagna-gigi-borse-arcadie-wander

Simone Vertua

Fashion

Miuccia Prada presenta la nuova borsa Arcadie e la Wander con una nuova campagna scattata da Steven Meisel e ispirata alla vita e allo spirito dell'artista americana Margaret Keane.

01.06.2023 di Simone Vertua





«Tra realtà e surrealità» ma sempre facendo riferimento all'universo estetico delle **Miu Miu** Girls. **Miuccia Prada** svela una nuova campagna che celebra il sofisticato matelassé delle **borse Miu Miu**, in particolar modo della già nota borsa **Wander** e della new entry **Arcadie**. Ad argomentare la campagna c'è la top model **Gigi Hadid** scattata e girata da **Steven Meisel** con un signature styling di Lotta Volkova e la direzione creativa di Edward Quarmby.

Questa volta l'ispirazione proviene dalla vita e lo spirito dell'artista americana **Margaret Keane**, che ha saputo creare un linguaggio estetico intimo e femminile in linea con l'essenza **Miu Miu**. Allo stesso modo, il carattere indomito di Keane, la sua libertà, la sua storia, costituisce delle affinità con all'inconfondibile atteggiamento della donna **Miu Miu**, dai gesti, agli stati d'animo e nelle emozioni che Gigi Hadid impersonifica nella campagna.







Nella campagna delle **borse Arcadie e Wonder** gli ambienti idealizzati sono ricreati da pennellate strutturate e reali e accompagnano le increspature del matelassé di **Miu Miu**. In una serie di ritratti, epurati da ogni tipo di formalismo ostentato - che risultano intimi e diretti - Gigi Hadid ci invita a prender parte di questo immaginario tra il reale e il metafisico. Perché, come insegna **Miuccia Prada**, il quotidiano può essere eccezionale e l'ordinario può diventare straordinario. Con una borsa **Miu Miu**, ancora di più.









[Miu Miu](#) la campagna

TEAM CREDITS

Foto e Film **STEVEN MEISEL**

Talent **GIGI HADID**

Direzione Creativa **EDWARD QUARMBY**

Stylist **LOTTA VOLKOVA**







marieclaire.it/moda/accessori/a44061971/borsa-miu-miu-arcadie

Chiara Ugo Baudino

1 giugno 2023

Gigi seduta sulla sedia. Gigi seduta sulla staccionata con le braccia incrociate. Gigi in piedi davanti a una porta. Gigi seduta in terra con le braccia appoggiate sui gomiti alzati. Gigi con la guancia destra appoggiata sul palmo di una mano. **Miu Miu** dedica al suo emblematico matelassé una serie di ritratti stilizzati, molto intimi, che esplorano un moderno entroterra tra realtà e surrealtà, sfiorando la sfera emotiva dello spettatore. Stretti tra le braccia di **Gigi Hadid** e immortalati da **Steven Meisel**, due modelli: l'iconica **mini hobo Wonder** e il nuovo **bauletto Arcadie**.





Courtesy Photo





Courtesy Photo

Lo sguardo languido, intimo, di Gigi Hadid è fisso sulla lente. I suoi occhi acquamarina osservano, catalizzano, comunicano, creano dipendenza emotiva, mentre, in background, spazi idealizzati ricreati da pennellate strutturate e reali, sono un chiaro riferimento alla mondo della pittura. Per chi ancora non lo avesse ancora percepito, in queste immagini Meisel ha desiderato rievocare l'universo estetico di **Margaret Keane**, la ritrattista americana nota per i suoi grandi occhi, e tristi, di bambini e animali, e, per quelli a mandorla, allungati, in stile Amedeo Modigliani, di giovani donne. Diventata celebre





anche per la sua peculiare vita (matrimoniale) con lieto fine, raccontata dal regista Tim Burton in un film, *Big Eyes*, e, da noi, in una breve biografia, in cui sentenziamo lei, come una moglie candida, e lui, come un marito snaturato.



Borsa Arcadie in nappa matelassé

[MIU MIU](#) miumiu.com





Courtesy Photo

In breve, ma importante per comprendere il concept della campagna: all'inizio degli anni '60, sia Margaret che l'allora marito Walter, venivano presentati come una coppia di pittori; questo perché lo stesso Walter si prendeva il merito dei dipinti con i bambini e quelli degli animali con grandi occhi rotondi, che portavano la firma "KEANE". I dipinti che Walter invece attribuiva a Margaret erano solitamente di ragazze e donne più grandi e il più delle volte erano firmati semplicemente come: "MDH Keane", oppure "Margaret Keane" o "M. Keane", e avevano lo stile di Modigliani. Dopo il divorzio, Margaret rivelò





finalmente di essere in realtà la pittrice di entrambi gli stili. La rivelazione portò a un processo federale alle Hawaii, che Margaret vinse dipingendo un KEANE originale davanti a un giudice e a una giuria in soli in 53 minuti, mentre l'ex marito, Walter Keane, non dipinse nulla riferendosi a un presunto dolore alla spalla. La giuria lo condannò a un risarcimento di 4 milioni di dollari. Margaret quei soldi non li vide mai ma si godette una fortuna enorme grazie alle vendite dei suoi quadri. E anche se il suo stile non era gradito alla maggior parte dei critici d'arte, era amatissima dal suo pubblico.





Courtesy Photo



Courtesy Photo

Il mondo dell'arte incontra ancora una volta quello della moda. E la vita di donne e artiste straordinarie entra ancora una volta nella sfera **Miu Miu**. Il carattere indomito di Keane, la sua libertà, la sua storia, sono intrinsecamente affini all'inconfondibile atteggiamento **Miu Miu**, qui incapsulato nei gesti, negli stati d'animo e nelle emozioni di Gigi. Il quotidiano può essere eccezionale, l'ordinario può diventare straordinario. E la nuova **borsa**





Arcadie - termine che, nella mitologia greca, indica una destinazione, uno scenario idealizzato, un paesaggio idilliaco ed elisio - ci porterà in nuovi mondi, in parte immaginari e in parte concreti, ma interamente **Miu Miu**.



Courtesy Photo





Miu Miu sceglie Gigi Hadid per le borse Wander e Arcadie

 nssgclub.com/it/fashion/33322/miu-miu-gigi-hadid-campagna-borse-wander-e-arcadie

L'identità di **Miu Miu** è "distintiva, un po' irriverente, radicale, dirompente e autentica" e parla di emancipazione femminile, raccontando e ispirandosi a donne talentuose, libere e indipendenti. È questo, insieme a prodotti cool, contemporanei e a sfilate che dettano tendenze, a mantenere il brand rilevante e interessante stagione dopo stagione tanto da salire al secondo posto per il periodo tra gennaio e marzo nell'elenco dei marchi più caldi del Lyst Index e aumentare le vendite al dettaglio del 42% a 129 milioni di euro nei primi tre mesi del 2023. **Miu Miu** non supporta i talenti femminili che rifiutano di essere etichettati solo attraverso i **Miu Miu Women's Tales**, ma anche con la sua ultima campagna pubblicitaria dedicata alla **Arcadie bag** che omaggia il lavoro di **Margaret Keane**. L'artista americana nota per i suoi dipinti donne, bambini o animali con enormi occhi malinconici (la sua storia è stata raccontata dal regista Tim Burton nel film *Big Eyes* del 2014) ha ispirato gli scatti di **Steven Meisel** con lo styling di **Lotta Volkova** che hanno per protagoniste **Gigi Hadid** e le **borse in matelassé Wander** e Arcadie. I colori, il set, l'atmosfera generale e le pose stilizzate della top, che si mostra con un inedito clavicut con frangetta, ricordano l'universo estetico di Keane, dove il quotidiano può essere eccezionale, l'ordinario può diventare straordinario.























Gigi Hadid stringe tra le mani l'iconica Wander e presenta la nuova Arcadie bag che prende il nome dal mitologico scenario idealizzato dove l'uomo vive in armonia con la natura, immerso nei bucolici paesaggi silvestri. Entrambi i modelli si distinguono per la versatilità, la cuteness e, soprattutto, il matelassé. Si tratta di una particolare lavorazione artigianale dove i pannelli vengono doppiati con ovatta e tela elastica e successivamente trapuntati che, lanciata per la prima volta durante la sfilata FW 2006, è stata rivisitata in con diverse dimensioni e design nel corso degli anni ed è ormai diventata un segno distintivo del marchio.





Miu Miu e la nuova Arcadie: una Campagna Ispirata a Margaret Keane – The Italian Rêve



*Superfici morbide che cambiano forma in sincrono con il tempo, con le evoluzioni, con le rivoluzioni. Con la linea Matelassé di **Miu Miu** si confondono corpi e materiali, si fondono come fossero un unico specchio. Proprio come col tempo un corpo cambia, svelandosi di volta in volta in una nuova, unica forma, così la borsa di **Miu Miu** cambia forma ma preservando la stessa "pelle", rinnovandosi al passo coi tempi.*

Miu Miu e la nuova Arcadie" decoding="async" title=" **Miu Miu** Bag_2023_SP no logo_MMBSL4" id="483ad6fe"> **Cosa succede se si uniscono il brand più ambito degli ultimi tempi a una delle top model più famose di sempre? Miu Miu e la nuova Arcadie**" decoding="async" title=" **Miu Miu** Bag_2023_SP no logo_MMB1" id="29f9bd78">

Proprio come la nuova borsa Arcadie e l'iconica Wander che, strette tra le braccia di Gigi Hadid vengono immortalate negli scatti iconici di **Steven Meisel** celebrando l'emblematico matelassé di **Miu Miu** e riecheggiando immagini che esplorano un moderno entroterra tra realtà e surrealtà.

La nuova borsa Arcadie è dunque una destinazione, entrata nella mitologia fin dall'antica Grecia, uno scenario idealizzato, un paesaggio idilliaco ed elisio, immerso nella natura.

In questa campagna, ispirata all'artista americana Margaret Keane, Meisel ne rievoca l'universo estetico – riconoscibile all'istante – per rimodellare quello dell'eroina **Miu Miu**, in una serie di ritratti che catturano sia Gigi Hadid che entrambe le borse come, allo stesso modo, il carattere indomito di Keane, la sua libertà, la sua storia, sono intrinsecamente affini all'inconfondibile atteggiamento di **Miu Miu**, qui incapsulato nei gesti, negli stati d'animo e nelle emozioni di Gigi.

Infine, la ricchezza di questi spazi idealizzati – ricreati da pennellate strutturate e reali – è accompagnata dall'intriccatezza del caratteristico matelassé di **Miu Miu**. Fondendo una leggerezza moderna con le tradizioni della lavorazione in pelle, questo iconico



materiale aggiunge consistenza e profondità ai due modelli di borsa.

Affiancati da suggestivi scatti still-life, in questa serie di ritratti stilizzati e allo stesso tempo intimi e diretti, Gigi ci invita in questo mondo, in parte immaginario e in parte concreto, ma interamente **Miu Miu**.

Qualche informazione per approfondire la sua figura:

L'ispirazione, **Margaret Kean**, è un'artista nota per concentrarsi sugli occhi come soggetto principale delle proprie opere, tanto da divenire riconoscibile proprio per i suoi dipinti di "**soggetti con grandi occhi**", Margaret Kean fu un'artista americana il cui successo commerciale culminò attorno ai primi anni '60 grazie a riproduzioni economiche come poster e biglietti da visita.

Solita per dipingere ragazze e donne più grandi rappresentandole spesso nello stile di Amedeo Modigliani, con occhi a mandorla e volti e forme allungate, all'inizio degli anni '60, sia Margaret che l'allora marito Walter, venivano presentati come una coppia di pittori. Tra i due però il marito si prese il merito di tutti i dipinti rappresentanti soggetti con grandi occhi rotondi, lasciando alla moglie quello delle opere nello stile di Modigliani fino al divorzio, quando finalmente Margaret rivelò finalmente di essere in realtà la pittrice di entrambi gli stili. Diatriba che portò entrambi a un processo federale alle Hawaii, che **Margaret vinse** dipingendo un KEANE originale davanti a un giudice e a una giuria e continuando poi a dipingere in entrambi gli stili per decenni.

Un connubio, tra la borsa e le ispirazioni artistiche, che fa di questo nuovo lancio un qualcosa di unico.



ARCADIE



MIU MIU

In imagery exploring a modern hinterland between reality and surreality, Miu Miu celebrates the emblematic matelassé in two styles - the already-iconic Wander, and the newly-debuted Arcadie - embraced by Gigi Hadid and photographed by Steven Meisel.

Mythologized since Ancient Greece, Arcadie is a destination - an idealised scene, a vista of pleasure, idyllic and Elysian, embedded in nature.

Drawing inspiration from the life and spirit of the American artist Margaret Keane, Meisel evokes her instantly-recognizable aesthetic universe to reshape that of the Miu Miu heroine, an homage that fashions uncanny environs for these portraits capturing both Gigi and these Miu Miu accessories.

Likewise, Keane's own indomitable character, her freedom, her story, is innately kindred to the unmistakable attitude of Miu Miu, encapsulated here in Gigi's gestures, moods and emotions.

The everyday can be exceptional, the ordinary can become extraordinary.

The rich nature of these idealised spaces - brushstrokes textured and real - is matched by the intricacy of Miu Miu's characteristic matelassé. Fusing a modern lightness with traditions of leather craft, this hallmark Miu Miu material adds texture and depth to the duo of handbag styles.

In this series of stylized yet intimate and direct portraits alongside striking still-lives, Gigi gazes wide-eyed at us, playing both herself and her persona. Through a simple look, she invites us into this world, part imagined, part actualized, yet wholly Miu Miu.



MIU MIU



MIU MIU



MIU MIU



MIU MIU

FRANCIA – MIU MIU – BEHIND THE BLINDS – JUNE 5, 2023

<https://www.behindtheblinds.be/crush/the-arcadie-bag>

L'instant mode : Gigi Hadid prend la pose avec le nouvel it-bag Miu Miu

Publié le 07 juin 2023 à 16h51



@miu_miu

SAUVEGARDER

Miu Miu dévoile son dernier it-bag à l'aide d'une campagne incarnée par Gigi Hadid et photographiée par Steven Meisel. Présentation.

En matière de it-bag, Miu Miu s'y connaît. Pour cause, à la tête de la direction artistique de deux géants de la mode italienne, **Miuccia Prada** sait définitivement comment faire d'un sac un objet ultra-désirable. Preuve en est, à l'approche de l'été, le sac en crochet **Prada** fait son grand retour au bras des modeuses tandis que le Wander, sac à la forme demi-lune confectionné dans l'emblématique cuir matelassé de Miu Miu, se range désormais du côté des intemporels de la maison. Et si ce dernier ne cesse de nous séduire, il a récemment inspiré une dernière pépite de maroquinerie : l'Arcadie.

Lire aussi : [Les 10 indispensables de la garde-robe de Gigi Hadid](#)

ARCADIE, LE NOUVEAU SAC MIU MIU

Au programme : un sac rectangulaire confectionné dans le même cuir matelassé signature, mais aussi une version lisse pour une allure school girl pile dans la tendance de la rentrée. Décliné dans une ribambelle de coloris allant du bleu au cognac en passant par le blanc cassé et caramélé, il se présente comme un accessoire polyvalent, que l'on porte tour à tour à la main ou en bandoulière selon son style et ses envies. Pour accompagner son lancement, la griffe de luxe a vu les choses en grand en invitant le top **Gigi Hadid** à prendre la pose face au photographe Steven Meisel. Inspirée de la vie et de l'esprit de l'artiste américaine Margaret Keane, la campagne dépeint un accessoire de caractère qui trouve parfaitement sa place aux côtés du modèle Wander. On l'ajoute déjà à notre wishlist.

Le sac Arcadie est désormais disponible en boutiques Miu Miu et sur miumiui.com



Voici les sacs du printemps-été 2023

FRANCIA – MIU MIU – ELLE – JUNE 7, 2023

<https://www.elle.fr/Mode/Accessoires-de-Mode/L-instant-mode-Gigi-Hadid-prend-la-pose-avec-le-nouvel-it-bag-Miu-Miu-4132236>



MODE

Miu Miu signe le sac que l'on verra partout cet été

Un sac à main au style minimaliste déjà adopté par Gigi Hadid.

PAR MARIE LÉGER

8 juin 2023

En matière de sacs à main au succès incontestable, on peut dire que **Miu Miu** s'y connaît particulièrement bien ! Souvenez-vous, lors de la présentation de la collection automne-hiver 2022-2023, tout le monde avait les yeux rivés sur les micro-jupes à l'aura sulfureuse portées par les mannequins. Ce n'est néanmoins pas la seule pièce qui a attiré les regards : c'est sur ce podium qu'a été présenté pour la première fois le désormais incontournable sac à main *Wander*, qui a été aussitôt adopté par une poignée de personnalités mode, à l'instar d'**Emily Ratajkowski**, **Emili Sindlev** ou encore **Cindy Bruna**. Reconnaisable par son cuir matelassé signature et son logo doré, le mini sac "hobo" a rapidement trouvé sa place parmi les rangs très convoités de "it bags"... Il devrait être à présent rapidement rejoint par le dernier-né de la maison, le sac *Arcadie* qui prend, quant à lui, une forme rectangulaire, lui aussi confectionné dans le même cuir matelassé.





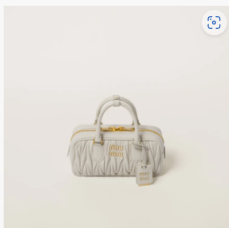
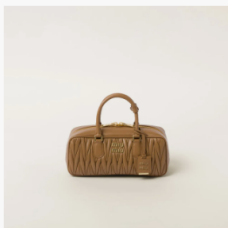
Une allure à mi-chemin entre le rétro et la tendance school girl, qui est devenu dès sa sortie il y a quelques jours, le nouveau sac préféré de **Gigi Hadid**, qui en est par ailleurs le visage de la campagne capturée par Steven Meisel, grand habitué des pages de Vogue : *“J’aime le fait que ce soit un sac apparemment simple vu de loin mais qui a tellement de détails et de caractère”* précise le mannequin dans une interview exclusive, qui l’a adopté dans une version rose poudré. Un indispensable mode selon l’Américaine qui explique aimer exprimer son style essentiellement *“à travers des accessoires”*.



Pourquoi le sac Arcadie de Miu Miu s'apprête-t-il à devenir un futur it bag ?

Pour en expliquer la raison, rien de mieux que de laisser la parole à **Gigi Hadid**, qui en souligne sa versatilité et la facilité avec lequel il se porte : *“J’ai l'impression que tout le monde peut trouver un moyen de s'exprimer à travers le sac Arcadie. On peut les porter avec tellement de choses.”* Rajoutons qu'existant dans une panoplie de couleurs différentes (du noir intemporel au café au lait en passant par le vert d'eau ou le crème), il devrait forcément faire de nombreuses adeptes très rapidement...

Nos modèles préférés du sac Arcadie de Miu Miu

			
Miu Miu - Sac à main Arcadie en cuir nappa matelassé	Miu Miu - Sac à main Arcadie en cuir nappa matelassé	Miu Miu - Sac à main Arcadie en cuir nappa matelassé	Miu Miu - Sac à main Arcadie en cuir nappa matelassé
Miu Miu 2 300 €	Miu Miu 2 300 €	Miu Miu 1 950 €	Miu Miu 2 300 €
ACHETER MAINTENANT	ACHETER MAINTENANT	ACHETER MAINTENANT	ACHETER MAINTENANT

[Toute la collection Arcadie sur miumiu.com](https://www.miumiu.com)

FRANCIA – MIU MIU – VOGUE – JUNE 8, 2023

<https://www.vogue.fr/article/miu-miu-sac-arcadie>

Tous les produits mis en avant dans cet article ont été sélectionnés indépendamment par nos rédacteurs. Les prix mentionnés dans cet article le sont à titre indicatif et susceptibles d'évoluer. Lorsque vous achetez via nos liens de vente, nous pouvons percevoir une commission d'affiliation.

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Miu Miu

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Nos modèles préférés du sac Arcadie de Miu Miu

GLASS

Miu Miu showcases the Arcade Bag with Gigi Hadid

[Zlata Kryudor](#)

June 8, 2023

[Fashion](#), [News](#)

[MIU MIU](#) presents its iconic matelassé in two distinct versions – the already-celebrated Wander, and the freshly-introduced Arcade, both graced by the presence of [Gigi Hadid](#) under the sharp lens of [Steven Meisel](#). The campaign is an exploration of the fascinating crossroads between the tangible world and the realm of the surreal.

The profound essence of these dreamy locations – palpable and artistically sculpted – echoes the complexity and symbolism of Miu Miu's matelassé. This distinctive material from Miu Miu mixes modern simplicity with the time-honoured traditions of leather artistry. The result is a pair of handbag variations showcasing additional layers of texture and depth.



MIU MIU



MIU MIU

The visual narrative is enriched by the influence of [Margaret Keane](#), the renowned American artist. Meisel channels her uniquely identifiable creative realm to redefine that of the Miu Miu protagonist, a tribute that crafts fascinating surroundings for these portraits featuring both Gigi and the Miu Miu accessories. Similarly, Keane's own fearless persona aligns organically with the unmistakable ethos of Miu Miu, embodied here in Gigi's gestures, moods, and emotions.



MIU MIU



MIU MIU

In the series of styled but intimate and honest photos accompanied by mesmerising still life, Hadid looks at us with eyes that are warm and welcoming, embodying both herself and the public image that she has created for herself. She just has to give us a simple glance to bring us into this world, which is a combination of the real and the imaginary and is permeated throughout with the spirit of Miu Miu.

by Zlata Kryudor

VOGUE

HONG KONG



FASHION

Gigi Hadid 亮相 Miu Miu 最新 Matelassé 手袋廣告，由 Steven Meisel 與 Lotta Volkova 合作演繹出獨特寂靜美學

由模特兒 Gigi Hadid、攝影師 Steven Meisel 與造型師 Lotta Volkova 聯手打造的最新 Miu Miu Matelassé 手袋廣告大片，以藝術家 Margaret Keane 為靈感，演繹出另類寂靜美學。

BY PEGGIE KEI

2 JUN 2023



相關文章

[Miu Miu 重新構想上班服衣櫥 · 打破常規視角演繹反常的淑女風範 | Fall / Winter 2023](#)

RUNWAY / 3 MONTHS AGO

[Gigi Hadid](#) 驚喜亮相於 [Miu Miu](#) 的時尚廣告大片，為品牌的 [Matelassé](#) Wander 和 Arcadie 手袋作宣傳。Matelassé 的設計在 2006 年的秋季時裝展首次推出，發展至今已成為品牌標誌。色彩豐富的背景與造型設計與擁有獨特 Matelassé 皺摺花紋的手袋相得益彰，呈現出深紅色、米色、黑色與駝棕色手袋的獨特魅力。



Photo courtesy of Miu Miu

廣告由傳奇攝影師 [Steven Meisel](#) 拍攝，他曾為好友 [Madonna](#) 拍攝於 1992 年推出、著名且極具爭議的《[SEX](#)》攝影集，亦多次為《Vogue》拍攝時尚大片。拍攝靈感來自美國藝術家 Margaret Keane，她的作品以描繪擁有憂鬱眼神的大眼睛女性、兒童與動物畫作而聞名，其故事亦於 2014 年被拍成電影《大眼睛奇緣》。Steven Meisel 透過攝

影向這位已故畫家致敬，在手繪的背景前放上巨大的柵欄或椅子，帶有兒童繪本般的設置卻帶有一種無盡空虛的寂靜感。模特兒 Gigi 擁有漂亮的藍綠色瞳孔，讓人不由自主地專注於她的眼睛上，她透過感情更富的眼神，以及演繹出 Margaret 畫筆下的孩子

。Miu Miu 這次還請來了造型師 [Lotta Volkova](#)，出生於俄羅斯的她曾擔任 [Vetements](#) 與 [Balenciaga](#) 的造型設計師，上年更與 [Jean Paul Gaultier](#) 推出合作膠囊系列。拍攝中 Lotta 參考了畫中人物為 Gigi 設計了新造型。各種顏色豐富的衣服與背景形成對比，讓這位名模看起來更加立體。Gigi 的髮型似乎也與以往不同，頭髮看起來非常輕薄，並被染成淺金色，零碎的瀏海讓 Gigi 看起來比以往柔弱，亦讓觀眾更能夠感受到她微妙的情緒。



Photo courtesy of Miu Miu

VOGUE
CHINA



Brand News 品牌新闻

MIU MIU呈献全新手袋 ARCADIE GIGI HADID出 演广告大片

MIU MIU呈献全新手袋ARCADIE GIGI HADID出演广告大片

通过一组探索当代现实与超现实自留地的影像——Steven Meisel掌镜、Gigi Hadid演绎——Miu Miu呈现两款以标志性Matelassé皮革打造的手袋：经典Wander及新生Arcadie

。

自古希腊起，Arcadie一词便被赋予神话色彩。它是一片理想乐园，一个融于自然的极乐世界，悠然安逸，令人心驰神往。



MIU MIU



MIU MIU

Meisel自美国艺术家Margaret Keane的现实生活与精神世界汲取灵感，再现艺术家一眼可辨的美学意境，继而重塑Miu Miu女主个人特质，为Gigi与Miu Miu配饰图像营造奇异氛围。同样，Keane的顽强个性、自由无羁与传奇故事，皆与Miu Miu毋庸置疑的鲜明风格彼此相契，藉由Gigi姿态、心境与情绪极致表达。日常亦可与众不同，平凡亦能成就非凡。

理想空间的丰盈本质，唤起绘画的笔触与真实感，与Miu Miu特色Matelassé皮革的繁复纹理遥相呼应。这种标志性的Miu Miu材质融合现代轻盈活力与传统皮革工艺，为两款手袋增添质感与深度。

一系列风格化而又亲密直观的肖像，与引人注目的静物画并置。Gigi置身其间，睁大眼睛注视观者，扮演真实自我与他者角色。只此简单眼神，邀人步入奇妙世界：一半虚幻，一半现实，却全然彰显Miu Miu本色。



MIU MIU



MIU MIU

出演 : Gigi Hadid

摄影和视频: Steven Meisel

创意指导: Edward Quarmby

造型 : Lotta Volkova

L'instant mode : Gigi Hadid prend la pose avec le nouvel it-bag Miu Miu

Publié le 07 juin 2023 à 16h51

©Presse

SAUVEGARDER

Miu Miu dévoile son dernier it-bag à l'aide d'une campagne incarnée par Gigi Hadid et photographiée par Steven Maisel. Présentation.

En matière de it-bag, Miu Miu s'y connaît. Pour cause, à la tête de la direction artistique de deux géants de la mode italienne, [Miuccia Prada](#) sait définitivement comment faire d'un sac un objet ultra-désirable. Preuve en est, à l'approche de l'été, le sac en crochet [Prada](#) fait son grand retour au bras des modeuses tandis que le Wander, sac à la forme demi-lune confectionné dans l'emblématique cuir matelassé de Miu Miu, se range désormais du côté des intemporels de la maison. Et si ce dernier ne cesse de nous séduire, il a récemment inspiré une dernière pépite de maroquinerie : l'Arcadie.

Lire aussi : [Les 10 indispensables de la garde-robe de Gigi Hadid](#)

ARCADIE, LE NOUVEAU SAC MIU MIU

Au programme : un sac rectangulaire confectionné dans le même cuir matelassé signature, mais aussi une version lisse pour une allure school girl pile dans la tendance de la rentrée. Décliné dans une ribambelle de coloris allant du bleu au cognac en passant par le blanc cassé et caramel, il se présente comme un accessoire polyvalent, que l'on porte tour à tour à la main ou en bandoulière selon son style et ses envies. Pour accompagner son lancement, la griffe de luxe a vu les choses en grand en invitant le top [Gigi Hadid](#) à prendre la pose face au photographe Steven Maisel. Inspirée de la vie et de l'esprit de l'artiste américaine Margaret Keane, la campagne dépeint un accessoire de caractère qui trouve parfaitement sa place aux côtés du modèle Wander. On l'ajoute déjà à notre wishlist.

Le sac Arcadie est désormais disponible en boutiques Miu Miu et sur [miumiu.com](https://www.miumiu.com)



Voici les sacs du printemps-été 2023



HYPEBEAST

Gigi Hadid 演繹 Miu Miu Arcadie 包 款最新形象大片

由知名攝影師 Steven Meisel 掌鏡拍攝。



1 of 6

Steven Meisel





2 of 6

Steven Meisel



6 of 6

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在意象中探索現實與超現實之間的當代腹地，[Miu Miu](#) 以兩種風格來慶祝具有象徵意義的 matelassé 工藝系列包款：標誌性的 Wander 包款與由 [Gigi Hadid](#) 演繹、Steven Meisel 拍攝之新亮相的 Arcadie 包款。

自古希臘以來，Arcadie 即為一個理想之地，為一個沉浸在大自然中的快樂、詩情畫意般的樂土。

Steven Meisel 從美國藝術家 Margaret Keane 的生活與精神中汲取靈感，喚起了其一眼即識別的美學世界，重塑了 [Miu Miu](#) 女孩，這種敬意為這些捕捉 Gigi Hadid 與 Miu Miu 配飾的肖像營造了不可思議的環境。同樣，Margaret Keane 不屈不撓的性格、自由、故事，都與 Miu Miu 無庸置疑的態度有著異曲同工之妙，Gigi Hadid 的姿態、情緒和情感在這裡得到了體現。





這些理想空間的豐富性—筆觸的質感與真實，與 Miu Miu 特有的 Matelassé 工藝的複雜性相匹配。融合了現代輕盈與傳統皮革工藝，這種標誌性 Miu Miu 工藝為包款風格增添了質感與深度。

Miu Miu Wander 和 Arcadie 包款建議售價從 2,400 美元到 3,300 美元不等，有興趣的讀者們敬請留意。

訂閱 [Hypebeast 電子報](#)，定期獲得最新潮流情報和優惠，亦可關注以下報導：

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[GIGI HADIDMIU MIU](#)





Is Gabriela Hearst Leaving Chloé? Kendall Jenner's New FWRD Campaign, Gigi Hadid For Miu Miu, Rose Inc x Hunza G, And More!

News Daily News: Read today's dose of chic intel right here... by Freya Drohan June 6, 2023 written by Freya Drohan June 6, 2023

Kendall Jenner (Yulia Gorbachenko)

50Is it an end of an era for Gabriela Hearst at Chloé?

Sources say that Gabriela Hearst is to show her final collection for Chloé at Paris Fashion Week this fall. Under Hearst's guidance over the last three years, Chloé became the first luxury brand to receive B-Corp certification; just one highlight in its impressive sustainability mission, and sales have grown towards the \$1 billion mark thanks in particular to the success of omnipresent products like the Woody tote and knitted Nama sneaker. According to reports, the decision is mutual, as the designer wishes to focus on her successful namesake luxury brand, which received investment from LVMH Ventures a few years ago. Chloé has not yet confirmed the news, although yesterday the *maison* announced that it would team up with Angelina Jolie on her new purpose-driven, eco-conscious fashion venture Atelier Jolie. The partnership will see Hearst and Jolie co-create a capsule collection of eveningwear and ready-to-wear pieces inspired by the actress' style, all made from lower-impact materials while showcasing the work of artisans from a Fair Trade enterprise. As the press release confirms that this collection will "incorporate [more] lower-impact materials than any previous [Chloé] collection," it's believed that this might be one of Hearst's swan songs before departing the brand. No dates for the collection reveal have been announced yet. Watch this space!

(Courtesy of Chloé)

Rosie Huntington Whiteley's Rose Inc collaborates with Hunza G

Brits unite! RHW's clean beauty brand Rose Inc has teamed up with cult-status swimwear line Hunza G for a chic summer collab. Now under the direction of Georgiana Huddart, the brand has long-since been famous for its signature crinkly material which magically fits everybody—and is just the type of minimalist but luxe summer wardrobe essential that we've seen style star Huntington Whiteley rocking herself numerous times. Revealed today, the limited-edition Hunza G x Rose Inc. collection features nine flattering 'one size fit' one-piece and bikini styles in a pretty palette of coral, nude, and rosewood reds—inspired by shades intrinsic to the beauty brand. The collection, which is all priced at \$225, also coincides with the launch of the Rose Inc Summer '23 collection, including the Solar Power Luminous SPF 30 Serum and the new Lip Cream Weightless Matte Color collection. Mwah, mwah—get it here.

Images: Anya Holdstock

Kendall Jenner features in FWRD's Summer 2023 campaign

We'll have what she's having—in this case: Kendall Jenner's fire-emoji-worthy summer shopping list. As is tradition each season since she joined FWRD as creative director in September 2021, the supermodel teamed up with photographer Yulia Gorbachenko and stylist Malina Joseph Gilchrist for a new season campaign highlighting many of her faves. As well as celebrating the new Jenner campaign and edit, the luxury e-tailer is also cutting the ribbon on its first-ever pop up shop, coming to Melrose Avenue this



Friday. From Kenny's go-to swimwear by Jean Paul Gaultier, The Attico, and Di Petsa to flirty wedding guest dresses by the likes of Acne, KNWLS, and Siedres, find it all there from 6/9, or online right now.

Images: Yulia Gorbachenko

ICYMI! Gigi Hadid stars in Miu Miu's latest campaign—unveiling the Arcadie bag

Gigi Hadid is showing off **Miu Miu's** arm candy of the season in a new Steven Meisel-lensed campaign. The portrait series reveals the new Arcadie bag while the supermodel, with a makeover thanks to choppy bangs and a long bob, also wears the brand's most famous pieces such as ballet flats, the Wander bag, and *that* belted micro mini skirt. Meisel drew inspiration from the acclaimed American artist Margaret Keane for these shots, while stylist Lotta Volkova highlighted the aforementioned new leather handbag which comes in textured leather and a boxy silhouette.

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Freya Drohan

Freya Drohan is The Daily's fashion director; overseeing digital industry and news coverage, as well as luxury fashion market content for the various print editions. Follow her on Instagram and Twitter @freyadro



31 мая 2023, 12:29

Размер текста

A A A

Джиджи Хадид стала лицом рекламной кампании Miu Miu

Супермодель Джиджи Хадид снялась для рекламы дома моды Miu Miu

Карина Мельникова



© Miu Miu

Американская модель Джиджи Хадид позировала для рекламы новой коллекции итальянского дома моды Miu Miu. Об этом пишет [WWD](#).

Отличительной особенностью новой коллекции стали вещи, выполненные в технике мателассе, в результате которой на стеганых вещах появляется особый узор. Вдохновительницей кампании стала американская художница Маргарет Кин, получившая известность благодаря своим картинам персонажей с большими глазами. По словам генерального директора бренда Бенедетта Петруццо, творчество Кин отражает характер Miu Miu.

По сравнению с аналогичным периодом 2022 года розничные продажи бренда Miu Miu выросли на 42% до €129 млн в первые три месяца 2023 года. В последнем опубликованном списке самых популярных брендов платформой Lyst Index бренд Miu Miu занял второе место. На первом месте расположился дом моды Prada.

Miu Miu keeps artistry close for 'Arcadie' campaign

June 6, 2023



American model Gigi Hadid helps boost the Arcadie bag, now available in a matelassé leather fabrication. Image credit: Miu Miu

By AMIRAH KEATON

Italian fashion house Miu Miu is drawing on the genius of quite a few creatives for the launch of a new accessory.

The brand is boosting the release of the Arcadie bag, now available in a matelassé leather fabrication. With American model Gigi Hadid leading the charge and famed American photographer Steven Meisel slotting in behind the camera, Miu Miu takes influence from the works of American painter Margaret Keane, mimicking her style in a live-action homage to artistry of all kinds.

A keen eye

By way of a new marketing exercise, viewers are familiarized with the ins and outs of Miu Miu's latest handbag; its texture is derived from a treatment involving a weaving technique with a quilt-like effect.

Unlike its padded predecessor, matelassé is executed sans stitching, in an ultimate show of craftsmanship. Retailing between \$2,650 and \$3,300, Arcadie's companion, Ms. Hadid, joins in on the visual effort.



Miu Miu's latest campaign takes inspiration from Ms. Keane's signature "Big Eyed Waif" works. Image credit: Keane Eyes Gallery

Unafraid to have fun with either assets or accompanying materials, the brand's delivery hits feeds with a touch of intellectual esteem, fueled by the inclusion of an icon.

Of the label's creative expression, the unabashed legacy of Ms. Keane serves as a strong base for the label's creative expression.

The artist, who became known across the globe for her signature "Big Eyed Waif" works — subjects at hand featured enlarged eyes and other childlike characteristics — passed away in June of last year, elevating the honorary nature of Miu Miu's message.

Available in smooth leather or in the matelassé variety, Miu Miu's muse herself carries both versions of the debut in shots styled by Russian talent Lotta Volkova, the founder of Swiss luxury fashion house Vetements and frequent thought partner of Demna Gvasalia, creative director of French fashion house Balenciaga.

Creative direction for the campaign is provided by London-based art director Edward Quarmby.



Miu Miu's muse herself carries both versions of the debut in shots taken by American photographer Steven Meisel. Image credit: Keane Eyes Gallery

Miu Miu's campaign provides its front-running talent further posturing, in turn borrowing her trusted following to uplift an experiment in style.

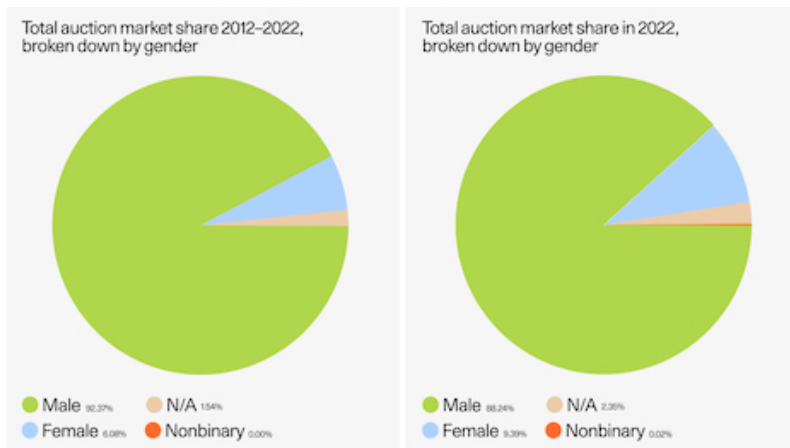
At a time when women artists are still fighting for equal representation, the recognition serves as a reminder of the caliber of values that the luxury brand holds dear.

Miu Miu in motion

A recent survey from global art platform Artsy found that women artists accounted for just 9.3 percent of all artwork sold at auction in 2022 ([see story](#)).

The figure lands even lower with consideration for the last 10 years, coming in at 6 percent of the total auction market share from 2012-2022. Of the \$108.7 billion brought in over the course of the aforementioned decade, sales from women's works account for just \$6.7 billion.

Even Japanese powerhouse and luxury favorite Yayoi Kusama ([see story](#)), an artist boasting the highest volume of works at auction of any women artist over the last decade, falls short of the market's top male artist in the sales department.



Of the \$108.7 billion brought in over the course of the aforementioned decade, sales from women's works account for just \$6.7 billion. Image courtesy of Artsy

The artist's lots from 2012-2022 come in at almost eight times less than the total number of lots from Pablo Picasso, who sold 21,745 works during the same stretch.

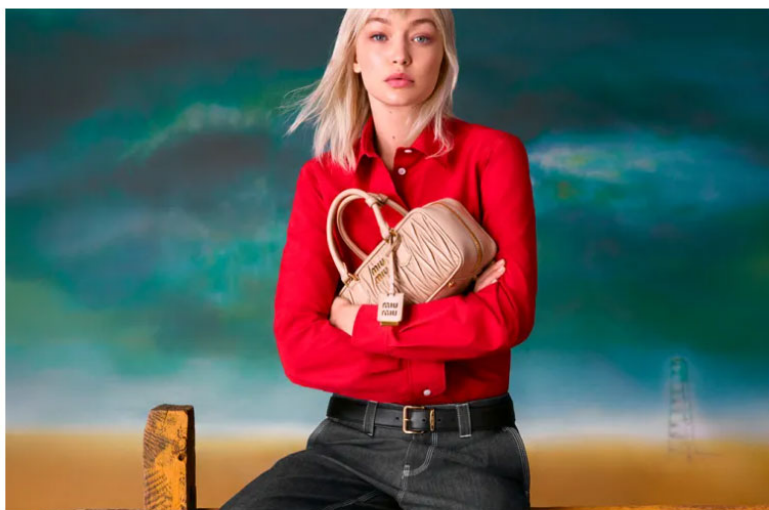
The lucky few aside, underexposure remains the norm. Ms. Keane's story follows a similar trajectory.

It was not until a 1986 trial that Ms. Keane would be revealed as the true purveyor behind her works. After years of false claims and credits, the artist's ex-husband would fail the task of recreating one of Ms. Keane's drawings live and in court.

The originator prevailed, setting into motion an independent career rooted in the same moral codes upon which Miu Miu's hopeful classic is now framed.

THE CUBE MAGAZINE

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UNA BORSA TUTTA PER SÉ

La nuova campagna borse MIU MIU scattata da Steven Meisel con protagonista Gigi Hadid, prende ispirazione da alcune opere di Margaret Keane. Due universi riconoscibili all'istante per quell'impatto emotivo di rimodellare la figura femminile.

Acquistare l'emblematico matelassé, in due modelli di borse come l'iconica **Wandere** la nuova **Arcadie**, è come entrare in un paesaggio idilliaco ed elisio e scoprire i segreti alla base della creazione, in questo caso nella leggerezza moderna con le tradizioni della lavorazione in pelle.

Una specie di Arcadie con riferimento all'omonima regione greca, dove i poeti creavano versi, dove la trascendenza nasceva dalla quotidianità della visione di una vita idilliaca, da gesti che non evocavano una dimensione profetica, ma la vita di ogni giorno, adoperando parole semplici, ma precise, che messe uno dopo l'altra, creavano un'aura di laicale sacralità.

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Nel percorso fotografico **Gigi Hadid**, supermodella statunitense, immortalata da **Steven Meisel**, si possono ravvisare quel quotidiano arcadico, che può essere eccezionale, dove l'ordinario che può diventare straordinario.

E poi, c'è l'universo estetico, riconoscibile all'istante, che ci sollecita a considerare la vita e lo spirito di **Margaret Keane**, artista e pittrice americana, che divenne famosa, per la caratteristica principale delle sue opere, quelle con gli occhi da cerbiatto dei suoi soggetti, grandi e sproporzionati rispetto ai volti.



Ma procediamo con ordine. A partire dalla seconda metà degli anni sessanta Margaret divenne popolare in tutto il mondo per un caso di furto artistico di cui è stata protagonista con Walter Keane, suo marito.

Egli si era appropriato delle opere vendendole a proprio nome, pur essendo inizialmente Margaret consenziente, dato che pensava ed era convinta che non avrebbe venduto nessun quadro con quei soggetti dagli occhi grandi.



In seguito alla fine degli anni ottanta, lasciò il marito, e si trasferì alle Hawaii dove cominciò a dipingere opere con uno stile più luminoso, che si differenziava dal precedente periodo triste.

Le opere ebbero un forte impatto sul mercato dell'arte, tale da definirla dai collezionisti "l'artista delle lacrime di gioia, o delle lacrime di felicità".

Le attrici come **Joan Crawford** e **Natalie Wood** entrambe le commissionarono dei ritratti e in epoca più recente il regista **Tim Burton** diresse un film a lei dedicato, *Big Eyes*, con Amy Adams e Christoph Waltz.



E così che la libertà espressiva di Margaret Keane è intrinsecamente affine all'inconfondibile atteggiamento estetico di una donna Miu Miu, che qui è incapsulata nei gesti, negli stati d'animo e nelle emozioni di Gigi Hadid.

Ritratti stilizzati e allo stesso tempo intimi e diretti, che ci invitano in questo modo ad entrare nell'immaginario di Miu Miu, e in parte a quel laboratorio poetico di Margaret Keane, per riportare noi stessi al gusto della vita fatta di dettagli, e regolata dal ritmo del nostro respiro.

Di Alberto Corrado



WWD

GLOBAL/INFO

掌握产业大事 透析时尚趋势

FASHION SCOOPS



Gigi Hadid 出演 Miu Miu 全新手袋 Arcadie 广告大片

通过一组探索当代现实与超现实自留地的影像，Miu Miu 呈现两款以标志性 Matelassé 皮革打造的手袋：经典 Wander 及新生 Arcadie，广告大片由 Steven Meisel 掌镜、Gigi Hadid 演绎。Meisel 自美国艺术家 Margaret Keane 的现实生活与精神世界汲取灵感，再现艺术家一眼可辨的美学意境，继而重塑 Miu Miu 女主个人特质，为 Gigi 与 Miu Miu 配饰图像营造奇异氛围。同样，Keane 的顽强个性、自由无羁与传奇故事，皆与 Miu Miu 毋庸置疑的鲜明风格彼此相契，藉由 Gigi 姿态、心境与情绪表达。（Lee）





MIU MIU呈献全新手袋ARCADIE GIGI HADID出演广告大片

chinagrazia.com/article/173123.html

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[时尚先知] 2023-06-02 编辑 : aurora

通过一组探索当代现实与超现实自留地的影像——Steven Meisel掌镜、Gigi Hadid演绎——Miu Miu呈现两款以标志性Matelassé皮革打造的手袋：经典Wander及新生Arcadie。

自古希腊起，Arcadie一词便被赋予神话色彩。它是一片理想乐园，一个融于自然的极乐世界，悠然安逸，令人心驰神往。

Meisel自美国艺术家Margaret Keane的现实生活与精神世界汲取灵感，再现艺术家一眼可辨的美学意境，继而重塑Miu Miu女主个人特质，为Gigi与Miu Miu配饰图像营造奇异氛围。同样，Keane的顽强个性、自由无羁与传奇故事，皆与Miu Miu毋庸置疑的鲜明风格彼此相契，藉由Gigi姿态、心境与情绪极致表达。日常亦可与众不同，平凡亦能成就非凡。

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MIU MIU

红秀 GRAZIA
CHINA





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红秀 GRAZIA





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Gigi Hadid is the Face of Miu Miu Arcadie Bag 2023 Collection

Photographer Steven Meisel captured Miu Miu's latest campaign starring supermodel Gigi Hadid

[June 2, 2023](#)

in [Ad Campaigns](#), [Bags](#), [Female Models](#), [Gigi Hadid](#), [Guido Palau](#), [IMG models](#), [Lotta Volkova](#), [Miu Miu](#), [Pat McGrath](#), [Spring Summer 2023 Campaigns](#), [Steven Meisel](#), [Videos](#)



MIU MIU

©MIU MIU, Photography by Steven Meisel

Fashion Brand Miu Miu pays homage to the emblematic matelassé in two distinct styles, the well-known *Wander* and the newly introduced *Arcadie*. The brand explores a visual narrative that celebrates the mythological concept of Arcadie, an idyllic and paradisiacal destination rooted in ancient Greek mythology. Fashion photographer Steven Meisel captured the campaign starring supermodel Gigi Hadid. In charge of styling was Lotta Volkova, with creative direction from Edward Quarmby, set design by Mary Howard, and casting direction by Ashley Brokaw. Beauty is work of hair stylist Guido Palau, and makeup artist Pat McGrath.





For the campaign Meisel draws inspiration from Margaret Keane, an American artist whose aesthetic universe is instantly recognizable, and her life and artistic spirit. By channeling Keane's distinctive style, Meisel reimagines the identity of the *Miu Miu* heroine, creating a remarkable tribute manifesting in uncanny settings, captured in these portraits of Gigi with *Miu Miu* accessories. Keane's indomitable personality, her liberation, and her narrative align with the recognizable attitude that defines the brand, which is effortlessly captured by Gigi's gestures, moods, and emotions. The campaign shows that the ordinary can be transformed into the extraordinary, and that even the simplest of moments can possess a unique appeal.



MIU MIU

©MIU MIU, Photography by Steven Meisel



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MIU MIU呈献全新手袋ARCADIE GIGI HADID出演广告大片

2023-06-02 16:11

通过一组探索当代现实与超现实自留地的影像——Steven Meisel掌镜、Gigi Hadid演绎——Miu Miu呈现两款以标志性Matelassé皮革打造的手袋：经典Wander及新生Arcadie

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Meisel自美国艺术家Margaret Keane的现实生活与精神世界汲取灵感，再现艺术家一眼可辨的美学意境，继而重塑Miu Miu女主个人特质，为Gigi与Miu Miu配饰图像营造奇异氛围。同样，Keane的顽强个性、自由无羁与传奇故事，皆与Miu Miu毋庸置疑的鲜明风格彼此相契，藉由Gigi姿态、心境与情绪极致表达。日常亦可与众不同，平凡亦能成就非凡。





MIU MIU

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发布于：北京市



REFORMA

MEXICO

Miu Miu presenta su bolso Arcadie con Gigi Hadid



Miu Miu estrena por partida doble: su bolsa Arcadie y el rostro de Gigi Hadid como embajadora del producto

Crédito: Cortesía

Grupo REFORMA

Cd. de México (02 junio 2023).-

20:18 hrs

Miu Miu estrena por partida doble: su bolsa **Arcadie** y el rostro de **Gigi Hadid** como embajadora del producto.



MUST READ: GIGI HADID STARS IN MIU MIU CAMPAIGN, SIMONE BELLOTTI IS BALLY'S NEW DESIGN DIRECTOR

Plus, Gohar World and Super Yaya collaborate on flower carriers and more.

ANDREA BOSSI • MAY 31, 2023



MIU MIU

Photo: Steven Meisel/Courtesy of Miu Miu

These are the stories making headlines in fashion on Wednesday.

Gigi Hadid Joins Miu Miu for Matelassé Campaign

[Miu Miu](#) revealed its latest campaign, featuring its signature matelassé quilt bag and [Gigi Hadid](#). The brand has been on a roll lately, not just [making headlines](#) at [Paris Fashion Week](#), but also increasing retail sales by 42% compared to the same period a year ago. The campaign reveals two new [handbag styles](#) using the matelassé quilt, photographed by [Steven Meisel](#). Hadid told *WWD*, "It is an honor to see [Miuccia Prada] work, work with her and to experience someone full of knowledge and powerful yet still down-to-earth and kind. She does so much to create spaces to celebrate others. I think of the Miu Miu woman as someone who has similar qualities to Miuccia... playful but calm, classic but cool, in-charge but grounded." [{WWD/paywalled}](#)

ELLE UK

Gigi Hadid Talks Fame, Privacy, And Spending Time With Her Daughter

As the new face of Miu Miu's Arcadie bag campaign, mother Gigi Hadid dishes on her life as a supermodel.



BY [DAISY MURRAY](#)

PUBLISHED: 02 JUNE 2023



MIU MIU

COURTESY OF BRAND

As one of the world's biggest supermodels, Gigi Hadid's private life has often become, well, not so private.

Fame is something the mother and [Next In Fashion](#) presenter has been honest about struggling with, particularly with regards to her daughter (with ex partner [Zayn Malik](#)), [Khai](#). Sitting down with Miu Miu, on the set of the new Arcadie bag campaign she stars in, the 28-year-old shared how she maintained the balance between fame and privacy.

'It takes time, and you learn from trial and error,' Hadid explained, 'but I think becoming a mom has really helped me to prioritise the balance of being home at my farmhouse and fully focussed on my time with my daughter, and making sure my time to work consists of jobs and experiences that are fulfilling for me.'

Back in 2021, the Californian star [penned an open letter](#) to paparazzi and the press, asking them to respect her and Malik's wish to keep Khai's face hidden: 'Our wish is that she can choose how to share herself with the world when she comes of age, and that she can live as normal of a childhood as possible, without worrying about a public image that she has not chosen.'



MIU MIU

COURTESY OF BRAND

Advertisement - Continue Reading Below

Hadid herself is embracing her juggle to balance time as a present mother with her career as an iconic model.

'I take my job from a very professional and creative perspective. I'm there to get the job done, sell the product, but you have to understand the story you are there to tell as well,' Hadid said. 'What I enjoy most is the friendships I have made from spending time on set. I love watching

everyone and taking in their different crafts; I think a good model needs to understand everything that's going on around them, too.'

Shot by Steven Meisel, featuring the new Arcadie and classic Wander styles in matelassé, the campaign is in the style of famous 'Big Eye' artist Margaret D. H. Keane's work.

'Any time spent in front of Steven's lens is an honour, but shooting this campaign and celebrating a new partnership with Miu Miu was special,' Hadid said. 'I was so excited about this concept and especially enjoyed this set design by Mary Howard — she and Steven always make magic together, and the set being based on paintings made it so Miuccia. It was fun to walk onto a set that made me feel small and take on this character.'

*New Campaign



Art Meets Fashion in Surreal Reverie - Miu Miu's Arcadie Bag Campaign Starring Gigi Hadid Channels Margaret Keane

written John Heath

Miu Miu's latest campaign elegantly straddles the line between reality and fantasy, channeling the spirit of the late American artist Margaret Keane in unveiling its new Arcadie bag alongside the now-iconic Wander. Supermodel Gigi Hadid plays the Miu Miu heroine in this series of surreal shots, lensed by the renowned Steven Meisel.

credits

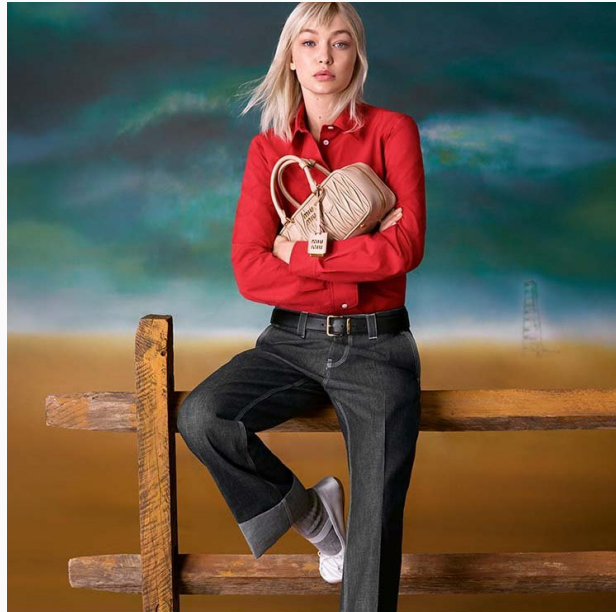
seen & filmed Steven Meisel

talent Gigi Hadid

creative direction Edward Quarmby

styled Lotta Volkova

(c) MiuMiu



MIU MIU

The campaign pays homage to Keane, who was famed for her wide-eyed subjects that exuded an endearing innocence, a style that was unjustly claimed by her then-husband, Walter, until the truth was revealed in a memorable courtroom spectacle.

Keane's distinctive artistic world blends seamlessly with the avant-garde aesthetics of Miu Miu in this campaign, largely thanks to Edward Quarmby's creative direction and Lotta Volkova's styling.

Hadid breathes life into the Arcadie and Wander bags, embracing the intriguing interplay between the surrealistic world of Keane and the unique universe of Miu Miu.

This celebration of unconventionality reaffirms Miu Miu's commitment to nonconformist artistry, creating an exciting tapestry where fashion meets art, reality meets surreality, and ordinary meets extraordinary.

RUSSH

AUSTRALIA

Gigi Hadid on her relationship with Steven Meisel, her process, and what's inside her Miu Miu Arcadie bag



Miuccia Prada has a habit of collecting the world's coolest it-girls and immediately bringing them into the Miuccia-verse that is Miu Miu. Her knack for spotting the next face of each campaign or show cast is unparalleled, and to celebrate the brand's newest iteration of the Arcadie bag, Miu Miu has tapped Gigi Hadid as their face.

Lensed by Steven Meisel, the renowned photographer captures both Gigi's spirit as an infamous it-girl, and "it" qualities of the Matelassé style Arcadie bag. Based on the interpretation of artist Margaret Keane's portraits, Meisel's images of Hadid convey a similar arresting quality, capturing Hadid wide eyed and softly clutching the Arcadie.

Below, in an exclusive interview, Hadid touches on her relationship with Meisel, her process as a model, and what is in her Arcadie bag.



How would you describe the experience of working with Steven Meisel for the Arcadie bag campaign? How would you describe the relationship between model and fashion photographer?

Any time spent in front of Steven's lens is an honour, but shooting this campaign and celebrating a new partnership with Miu Miu was special. I was so excited about this concept and especially enjoyed this set design by Mary Howard — she and Steven always make magic together, and the set being based on paintings made it SO Miuccia! It was fun to walk onto a set that made me feel small and take on this character.

Steven has taught me so much about being a model and he's given me a lot of confidence in my instincts while shooting. I respect him a lot because he knows exactly what he wants. He's efficient, gentle spirited, and effortlessly funny! Every working relationship with a photographer is different, it's like dancing with someone...it either works or you don't find your rhythm. I love dancing with Steven!

What does fashion mean to you and what part does it play in your life?

Fashion inspires me through its more creative sides: the campaigns, editorials, shows, set design, creative direction... in my day-to-day life I have a wardrobe of staples mostly, but I love expressing myself through accessories, bags, shoes, eyewear, and of course have fun with runway looks and custom pieces for special moments.

How do you approach your work as a model? What is your working process?

I would say I take my job from a very professional and creative perspective. I'm there to get the job done, to sell the product. But you have to understand the story you are there to tell as well. What I enjoy most is the friendships I have made from spending time on set. I love watching everyone, and taking in their different crafts. I think a good model needs to understand everything that's going on around them, too.

How far do you play yourself in fashion editorials and/or campaigns and how far is it someone else?

It depends on the day, and the creative direction I am given...sometimes they very clearly want 'Gigi', and sometimes I play a character. If I can find myself in a character, I will play into that, but if not, my mind goes to whatever the story inspires.

How do you maintain the balance between fame and privacy?

It takes time, and you learn from trial and error, but I think becoming a mom has really helped me to prioritise the balance of being home at my farmhouse and fully focused on my time with my daughter, and making sure my time to work consists of jobs and experiences that are fulfilling for me.

What do you like about carrying the Miu Miu bags in the campaign?

I love these bags and carry my own often, my favorite is the pink one! Shooting this new campaign, I had my eye on the sand beige and white ones, I feel like I could wear them with so many things. I love how it's a seemingly simple bag from afar but has so much detail and character, it comes in so many colors, and of course the quality is exceptional; I feel like everyone can find a way to express themselves through these Miu Miu bags.



What's inside yours?

For a night out or quick walk to lunch I travel pretty light: wallet, lip liner, lipstick and/or moisturiser, sunglasses, phone...sometimes a camera.

Джиджи Хадид стала лицом рекламной кампании Miu Miu

Вдохновительницей съемки стала американская художница Маргарет Кин

Текст: Анастасия Дроздова

31.05.23, 15:20  0  0

Американская модель Джиджи Хадид стала лицом новой коллекции итальянского дома моды Miu Miu. Отличительной особенностью линии стали вещи, выполненные в технике матласе, в результате которой на стеганых вещах появляется особый узор. Об этом пишет [WWD](#).

Вдохновительницей кампании стала американская художница Маргарет Кин, получившая известность благодаря своим картинам персонажей с большими глазами. По словам генерального директора бренда Бенедетта Петруццо, творчество Кин отражает характер Miu Miu.

Помимо этого стало известно о том, что розничные продажи бренда Miu Miu выросли на 42% до 129 миллионов евро в первые три месяца 2023 года. В последнем опубликованном платформой Lyst Index списке самых популярных брендов Miu Miu занял второе место. На первом месте расположился дом моды Prada.



INDUSTRY TRENDS

Gigi Hadid incarne la nouvelle campagne Miu Miu avec les sacs Arcadie et Wander

Miuccia Prada présente le nouveau sac Arcadie et le Wander avec une nouvelle campagne photographiée par Steven Meisel et inspirée de la vie et de l'esprit de l'artiste américaine Margaret Keane.





GRAZIA

USA



By Hannah Militano

GIGI HADID TURNS INTO A WORK OF ART IN MIU MIU'S LATEST CAMPAIGN

The photoshoot was inspired by the life and work of American artist Margaret Keane



Gigi Hadid

Photographed by Steven Meisel for [Miu Miu](#) (Courtesy of [Miu Miu](#))

[Gigi Hadid](#) is a big-eyed beauty in the new [Miu Miu](#) campaign. The model posed for [famed fashion photographer Steven Meisel](#), who [drew inspiration from the life and spirit of American artist Margaret Keane's paintings](#), depicting demure subjects with exceptionally large, expressive eyes.





GRAZIA

Carrying Miu Miu's already-iconic Wander bag and the newly debuted Arcadie, Hadid poses against rich backdrops with colorfully painted doors, chairs, skylines and fences, featuring textured brushstrokes, matching the Italian fashion house's signature matelassé quilted leather, seen in crimson red, beige, black and camel brown.

Hadid switched it up and swapped out her long wavy platinum tresses for a shaggy new 'do. Likely a wig, Hadid's fringed, choppy, shoulder-skimming lob featured wispy baby bangs. She modeled knitted crewneck sweaters in brown, red and orange stripes, wisteria-hued cardigans, the house's iconic micro-mini skirt and more for a playfully whimsical shoot, styled by Lotta Volkova.





MIU MIU

Gigi Hadid Photographed by Steven Meisel for Miu Miu (Courtesy of Miu)



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Miu)





Gigi Hadid Photographed by Steven Meisel for Miu Miu (Courtesy of Miu Miu)

Mimicking Keane's instantly recognizable melancholic waifs with big, almond-shaped eyes, Meisel paid homage to the late surrealist painter while tapping into Miu Miu's youthful flair to mold the ultimate creative heroine. Hadid channeled the figures seen in Keane's paintings through her wide-eyed glances, child-like expressions, soft gestures and overall mood.

Keane's work garnered commercial succession in the early '60s, with the help of inexpensive reproductions as posters and note cards. During the early days of her career, she and her husband, Walter, represented themselves as a painting couple. Walter swiftly began taking credit for Margaret's work, which was vaguely signed "KEANE."

Walter continued to take credit for her work for many years before losing a federal court battle in Hawaii in 1986 when a judge ordered Walter to pay his ex-wife \$4 million for slander. During the trial, the judge challenged both Margaret and Walter to create a big-eyed child painting in the courtroom. Citing a sore shoulder, Walter sat out while Margaret completed her original composition in 53 minutes. Director Tim Burton adapted the Keanes' story in 2014, in his film *Big Eyes* starring Amy Adams and Christoph Waltz.





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Gigi Hadid Photographed by Steven Meisel for [Miu Miu](#) (Courtesy of [Miu Miu](#))



MIU MIU

Gigi Hadid stars in the [Miu Miu](#) Matelassé campaign (Courtesy of [Miu Miu](#))



In a new interview, [Miu Miu](#) CEO Benedetta Petruzzo notes how well Keane reflects the quintessentially [Miu Miu](#) attitude, conceived by designer [Miuccia Prada](#).



Artist Margaret Keane standing next to her painting: "Time in the Mind" ; her husband, Walter Keane holds his painting "We Will Overcome."

[According to Hadid](#), "[Miuccia Prada](#) is one of the most inspiring and iconic women in the world — because she explores all of her loves and interests to their fullest potential." She continued, "It is an honor to see her work, work with her and to experience someone full of knowledge and powerful yet still down-to-earth and kind. She does so much to create spaces to celebrate others. I think of the [Miu Miu](#) woman as someone who has similar qualities to Miuccia...playful but calm, classic but cool, in-charge but grounded."

topics: [GIGI HADID](#), [MIU MIU](#), [MIU MIU CAMPAIGN](#), [MARGARET KEANE](#)





时装频道

GRAZIA CHINA

[时尚先知] 2023-06-02 编辑 : aurora

MIU MIU呈献全新手袋ARCADIE GIGI HADID出演广告大片

**miu miu**

GRAZIA

通过一组探索当代现实与超现实自留地的影像——Steven Meisel掌镜、Gigi Hadid演绎——Miu Miu呈现两款以标志性Matelassé皮革打造的手袋：经典Wander及新生Arcadie。

自古希腊起，Arcadie一词便被赋予神话色彩。它是一片理想乐园，一个融于自然的极乐世界，悠然安逸，令人心驰神往。

Meisel自美国艺术家Margaret Keane的现实生活与精神世界汲取灵感，再现艺术家一眼可辨的美学意境，继而重塑Miu Miu女主个人特质，为Gigi与Miu Miu配饰图像营造奇异氛围。同样，Keane的顽强个性、自由无羁与传奇故事，皆与Miu Miu毋庸置疑的鲜明风格彼此相契，藉由Gigi姿态、心境与情绪极致表达。日常亦可与众不同，平凡亦能成就非凡。





理想空间的丰盈本质，唤起绘画的笔触与真实感，与Miu Miu特色Matelassé皮革的繁复纹理遥相呼应。这种标志性的Miu Miu材质融合现代轻盈活力与传统皮革工艺，为两款手袋增添质感与深度。

一系列风格化而又亲密直观的肖像，与引人注目的静物画并置。Gigi置身其间，睁大眼睛注视观者，扮演真实自我与他者角色。只此简单眼神，邀人步入奇妙世界：一半虚幻，一半现实，却全然彰显Miu Miu本色。



MIU MIU

GRAZIA





MIU MIU

50 GRAZIA

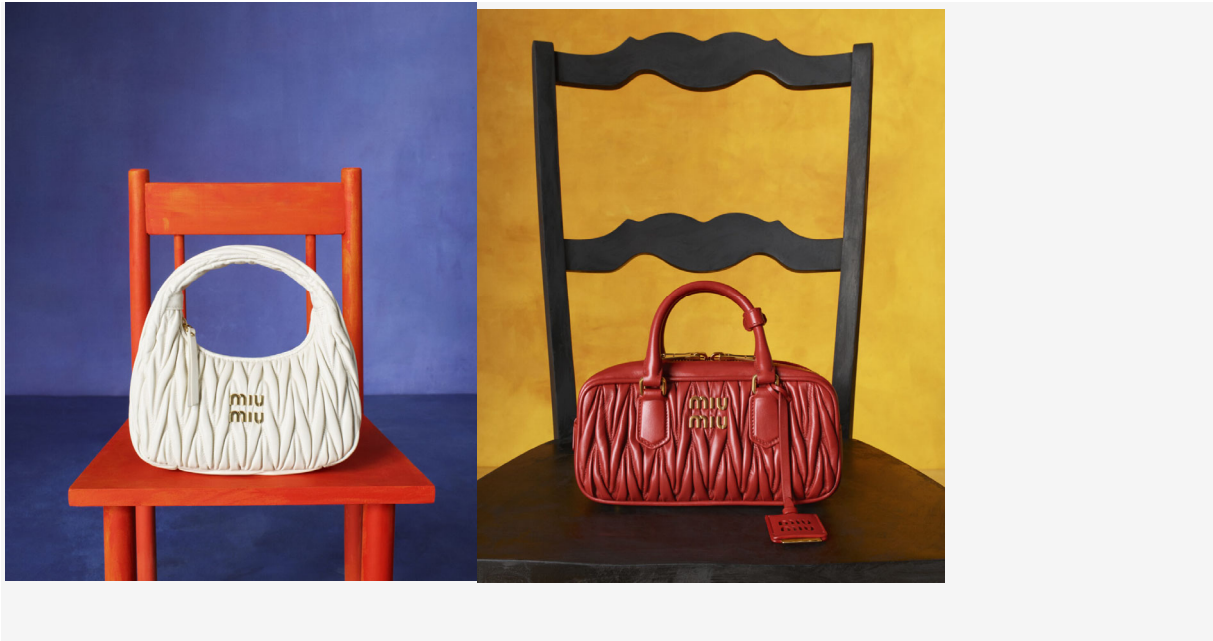


VOGUE KOREA

미우미우의 새로운 얼굴, 지지 하디드에게 던진 여섯 가지 질문

소녀 같은 말간 얼굴, 엉뚱한 상상을 하는 듯한 눈망울, 아르카디 백을 소중히 감싼 사랑스러운 포즈. 지지 하디드만큼 이번 미우미우 캠페인에 잘 어울리는 사람이 또 있을까요? 스티븐 마이젤과 함께한 미우미우 캠페인의 비하인드 스토리를 <보그 코리아>에서 단독으로 소개합니다.





미우미우가 하우스의 시그니처, 마테라체 스타일을 기념하며 새로운 캠페인을 공개했습니다. 이미 모두의 사랑을 받고 있는 완더 백과 더불어 새롭게 등장한 아르카디(Arcadie) 백이 그 주인공이지요.

아르카디, 이름부터 마음을 들뜨게 만듭니다. 고대 그리스 시대부터 낙원으로 묘사되어온 '아르카디아'에서 이름을 따왔거든요. 모두가 꿈꾸는 이상적인 행복과 평화가 깃들어 있을 것만 같죠. 핸드백 하면 떠오르는 네모난 세이프, 마테라체 특유의 볼록한 텍스처, 전통적인 가죽 기법에서 느껴지는 기품까지. 완더와는 또 다른 매력을 품고 있고요.



그리고 그 매력은 전설적인 포토그래퍼, 스티븐 마이젤의 카메라를 통해 온전히 빛을 발했습니다. 마이젤이 표현한 정물 사진은 독특한 컬러감의 배경과 마테라쎬의 풍부한 텍스처가 이루는 오묘한 조화로 깊은 인상을 남기죠. 아르카디 백만의 미학은 지지 하디드가 카메라 앞에 서는 순간 더욱 견고해졌습니다. 마이젤이 ‘빅 아이즈’ 시리즈로 유명한 아티스트 마가렛 킨에게서 영감받아 작업했다는 초상 속 지지

하디드의 모습은 비범하면서도 명랑한 기운을 풍기죠. 미우미우가 추구하는 미감을 완벽히 이해하는 사람만이 낼 수 있는 분위기였습니다.



MIU MIU



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포토그래퍼와 작업하는 것은 누군가와 춤을 추는 것과 같다고 표현하는 지지 하디드. 미우미우와의 캠페인을 통해 어느 때보다 아름다운 춤을 완성한 지지 하디드와 나눈 솔직한 대화를 공개합니다.

스티븐 마이젤과 아르카디 백 캠페인을 촬영한 소감이 어떤가요?

스티븐의 렌즈 앞에 서는 것은 언제나 영광이지만 이번 캠페인을 촬영하며 미우미우와의 새로운 파트너십을 기념하는 것은 더욱 특별했어요. 캠페인 컨셉이 무척 기대됐고, 특히 메리 호워드(Mary Howard)의 세트 디자인이 흥미로웠죠. 메리와 스티븐은 항상 마법 같은 일을 만들어내거든요. 그림을 기반으로 한 세트는 정말 ‘미우치아’스러웠어요! 마치 제가 작아진 것만 같은 세트장에서 캐릭터를 연기하는 게 즐거웠죠.

캠페인이나 화보를 촬영할 때 어느 정도 본인의 모습을 투영하나요?

제게 주어진 디렉션에 따라 다릅니다. 매우 분명한 ‘지지’의 모습을 주문받을 때가 있는가 하면, 어떨 때는 캐릭터를 연기하기도 하죠. 캐릭터가 저와 닮은 면이 있다면 그 부분을 중심으로 연기하지만, 그렇지 않은 경우 촬영 콘셉트나 스토리에서 얻은 영감을 바탕으로 표현하는 편이에요.

이번 캠페인에서 미우미우 백의 어떤 점이 좋았나요?

이번에 촬영한 백들은 실제로 자주 사용할 정도로 좋아해요! 가장 좋아하는 색은 핑크지만 캠페인을 촬영하면서는 샌드 베이지와 화이트 컬러가 눈에 들어오더군요. 멀리서 봤을 땐 심플해 보여도 많은 디테일과 개성이 담겨 있어요. 특히 이번 캠페인 속 미우미우 백들은 모든 사람이 자신의 개성을 표현할 수 있도록 해주는 제품이라고 생각해요.

지지 하디드의 백에는 어떤 것들이 들어 있는지 궁금해요.

밤 외출이나 점심을 먹기 위해 잠깐 나갈 때는 가볍게 다니는 편이에요. 지갑, 립 라이너, 립스틱이나 모이스처라이저, 선글라스, 스마트폰 정도죠. 카메라를 챙길 때도 있고요.

패션은 당신의 삶에서 어떤 역할을 하나요?

기본적인 제품이 주를 이루긴 하지만 액세서리, 백, 슈즈, 아이웨어 등을 활용해 저를 표현하는 걸 좋아해요. 특별한 날에는 런웨이 룩이나 커스텀 피스로 흥미롭게 연출하는 걸 즐기기도 하고요. 캠페인, 화보, 패션쇼, 세트 디자인 등이 영감이 되어주기도 하죠.

모델이라는 직업에 어떻게 접근하는지 궁금합니다. 그 과정도요!

주어진 일을 마치고 제품을 판매하는 것도 중요하지만, 모델로서 전달해야 하는 이야기를 이해하는 것도 중요합니다. 세트에서 시간을 보내며 우정을 쌓아나가는 시간이 가장 즐거워요. 세트장에 있는 모든 사람을 관찰하고 그들이 창작해낸 결과물을 감상하는 것을 좋아하죠. 좋은 모델이라면 자신의 주변에서 일어나는 모든 일을 이해할 수 있어야 한다고 생각해요.

VOGUE
CHINA



Brand News 品牌新闻

MIU MIU呈献全新手袋 ARCADIE GIGI HADID出 演广告大片

MIU MIU呈献全新手袋ARCADIE GIGI HADID出演广告大片

通过一组探索当代现实与超现实自留地的影像——Steven Meisel掌镜、Gigi Hadid演绎——Miu Miu呈现两款以标志性Matelassé皮革打造的手袋：经典Wander及新生Arcadie

。

自古希腊起，Arcadie一词便被赋予神话色彩。它是一片理想乐园，一个融于自然的极乐世界，悠然安逸，令人心驰神往。



MIU MIU

MIU MIU

Meisel自美国艺术家Margaret Keane的现实生活与精神世界汲取灵感，再现艺术家一眼可辨的美学意境，继而重塑Miu Miu女主个人特质，为Gigi与Miu Miu配饰图像营造奇异氛围。同样，Keane的顽强个性、自由无羁与传奇故事，皆与Miu Miu毋庸置疑的鲜明风格彼此相契，藉由Gigi姿态、心境与情绪极致表达。日常亦可与众不同，平凡亦能成就非凡。

理想空间的丰盈本质，唤起绘画的笔触与真实感，与Miu Miu特色Matelassé皮革的繁复纹理遥相呼应。这种标志性的Miu Miu材质融合现代轻盈活力与传统皮革工艺，为两款手袋增添质感与深度。

一系列风格化而又亲密直观的肖像，与引人注目的静物画并置。Gigi置身其间，睁大眼睛注视观者，扮演真实自我与他者角色。只此简单眼神，邀人步入奇妙世界：一半虚幻，一半现实，却全然彰显Miu Miu本色。



MIU MIU



MIU MIU

出演：Gigi Hadid

摄影和视频：Steven Meisel

创意指导：Edward Quarmby

L'OFFICIEL

AMTD.REF

VIETNAM

Gigi Hadid xuất hiện trong chiến dịch mới nhất của Miu Miu mới với túi Arcadie và Wander

Mùa một Xuân Hè 2023, Miuccia Prada mang đến phiên bản mới của chiếc túi Arcadie và Wander với chiến dịch mới do Steven Meisel thực hiện, được lấy cảm hứng từ cuộc đời và tinh thần của nghệ sĩ người Mỹ Margaret Keane.

06.02.2023 by Cara



Đi trên lằn ranh giữa hiện thực và siêu thực nhưng luôn đề cập đến vũ trụ thẩm mỹ của những quý cô Miu Miu, mới đây Miuccia Prada đã hé lộ chiến dịch mới nhất tôn vinh chất liệu tinh xảo của những chiếc túi Miu Miu, đặc biệt là túi **Wander** đã quá nổi tiếng và mẫu **Arcadie** mới. Xuất hiện chiến dịch là siêu mẫu **Gigi Hadid** do **Steven Meisel** thực hiện với phong cách đặc trưng của Lotta Volkova, dưới sự chỉ đạo sáng tạo của Edward Quarmby.

Cảm hứng lần này đến từ cuộc đời và tinh thần của nghệ sĩ người Mỹ **Margaret Keane**, người đã có công tạo nên một ngôn ngữ thẩm mỹ gần gũi và nữ tính đúng với bản chất Miu Miu. Tương tự như vậy, tính cách kiên cường, tinh thần tự do và câu chuyện của Keane hình thành mối quan hệ với tâm thế không thể nhầm lẫn của người phụ nữ Miu Miu, từ cử chỉ, tâm trạng và cảm xúc mà Gigi Hadid nhân cách hóa trong chiến dịch.



Trong chiến dịch túi **Arcadie và Wonder**, môi trường lý tưởng được tái tạo bằng các nét vẽ có cấu trúc và chân thực, đồng thời đi kèm với các gợn sóng của matelassé của Miu Miu. Trong một loạt ảnh chân dung thân mật và trực diện, loại bỏ mọi hình thức phô trương, Gigi Hadid mời chúng ta tham gia vào sự tương tượng giữa thực và siêu thực. Bởi vì, như Miuccia Prada đã nói, những điều hàng ngày có thể đặc biệt và bình thường có thể trở nên phi thường. Với một chiếc túi Miu Miu, điều này còn nhiều hơn thế nữa.





Chiến dịch Miu Miu

TEAM CREDITS

Photo and Film **STEVEN MEISEL**
Talent **GIGI HADID**
Creative Direction **EDWARD QUARMBY**
Styling **LOTTA VOLKOVA**

[Play Video](#)

Chiến dịch túi Miu Miu của Steven Meisel - Gigi Hadid

ELLE ES

Así es Arcadie, el nuevo bolso de Miu Miu de la mano de Gigi Hadid

La firma italiana lanza su nuevo modelo inspirado en el espacio mitológico e idílico que representa Arcadia, fusión de la ligereza moderna con lo tradicional del cuero artesano.

POR [REDACCIÓN MODA](#)
PUBLICADO: 26/05/2023



COURTESY MIU MIU PRESS OFFICE

"Arcadie" es el nuevo lanzamiento de la firma italiana [Miu Miu](#), un bolso que celebra el emblemático *matelassé* en dos estilos: el ya icónico Wander y el recién debutado Arcadie, de la mano y abrazado literalmente por por [Gigi Hadid](#) y fotografiado por Steven Meisel, que explora un interior moderno entre la realidad y la surrealidad que se lanzará el 1 de junio.

La nueva creación que se suma a [la colección de bolsos deseados de cualquier amante de la moda](#), se inspira en la mitologizada desde la antigua Grecia, **Arcadia**, un destino presentado como: una escena idealizada, una vista de placer, idílica y elísea, incrustada en la naturaleza.

La rica naturaleza de estos espacios idealizados, pinceladas texturizadas y reales, se combina con la complejidad del matelassé característico de Miu Miu. **Fusionando una ligereza moderna con las tradiciones de la artesanía en cuero, este material característico de Miu Miu agrega textura y profundidad al dúo de estilos de bolsos.**



Arcadie, nuevo bolso de Miu Miu
COURTESY MIU MIU PRESS OFFICE



Bolso Wander de Miu Miu
COURTESY MIU MIU PRESS OFFICE

Gigi Hadid: musa de Miu Miu

La modelo Gigi Hadid es la imagen y máxima representante del lanzamiento de *Arcadie*, en la que **la vemos retratada por Meisel inspirándose en la vida y el espíritu de la artista estadounidense [Margaret Keane](#)**, evocando su universo estético instantáneamente reconocible para remodelar el de la heroína de Miu Miu, un homenaje que crea entornos misteriosos para estos retratos que capturan tanto a Gigi como a estos accesorios de Miu Miu.

La modelo internacional , asegura que "**amo estos bolsos y los llevo conmigo muy amenudo, imi favorito es el rosa!** Durante el shooting de esta campaña, no pude quitarle los ojos de encima a los beige y blancos, siento que puedo combinarlos con muchas cosas. **Amo cómo a simple vista parece un bolso sencillo pero tiene muchos detalles y carácter**, está disponible en tantos colores, y por supuesto, la calidad es excepcional; Siento que todo el mundo puede expresarse a través de estos bolsos de Miu Miu".

En su *Arcadie*, Gigi comparte los secretos que puede guardar en él, "**para una salida nocturna o una caminata rápida para almorzar, viaje bastante liviano: billetera, delineador de labios, pintalabios y/o hidratante, gafas de sol, teléfono... a veces una cámara**".

CRASH



MIU MIU

THE MIU MIU ARCADIE BAG IS HERE FOR SUMMER

By Roisin Breen

Steven Meisel captures Miu Miu icon Gigi Hadid in the style of American artist Margaret Keane in the latest campaign for the brand which features the already iconic Wander bag, and the newly debuted Arcadie – set to be the “it-bag” of the summer. In evoking the instantly recognizable universe of the artist, Meisel manages to capture the inherent and effortless cool of the Miu Miu heroines.

Arcadie, mythologized since Ancient Greece, originally referred to the vast mountainous region in the land, the word became synonymous in ancient writings with vast unspoiled wilderness, a utopian place representing pleasure, nature and idyllic living. Much like its name the Arcadie bag is the ultimate emblem of freedom, luxury and icon-status.

The rich nature of the idealised space – brushstrokes textured and real – is matched by the intricacy of Miu Miu’s characteristic matelassé. Fusing a modern lightness with traditions of leather craft, this hallmark Miu Miu material adds texture and depth to the duo of handbag styles.

Discover the full campaign below and more at www.miumiu.com

Photo and Film: Steven Meisel

Talent: Gigi Hadid

Creative Direction: Edward Quarmby

Stylist: Lotta Volkova



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MIU MIU



MIU MIU

NEWS

Gigi Hadid interpreta la nueva campaña de Miu Miu con los bolsos Arcadie y Wander



Miuccia Prada presenta el nuevo bolso Arcadie y el Wander con una nueva campaña fotografiada por Steven Meisel e inspirada en la vida y el espíritu de la artista estadounidense Margaret Keane.

01.06.2023 por Simone Vertua

«Entre la realidad y la surrealidad» pero siempre haciendo referencia al universo estético de las Chicas Miu Miu. **Miuccia Prada** presenta una nueva campaña que celebra el sofisticado matelassé de **los bolsos de Miu Miu**, especialmente el ya conocido bolso **Wander** y la nueva entrada **Arcadie**. Encabezando la campaña está la supermodelo **Gigi Hadid** fotografiada y fotografiada por **Steven Meisel** con el estilo característico de Lotta Volkova y la dirección creativa de Edward Quarmby.

En esta ocasión la inspiración viene de la vida y el espíritu de la artista estadounidense **Margaret Keane**, quien ha sabido crear un lenguaje estético íntimo y femenino acorde con la esencia de Miu Miu. Asimismo, el carácter indomable de Keane, su libertad, su historia, forman afinidades con la actitud inconfundible de la mujer Miu Miu, desde los gestos, estados de ánimo y emociones que Gigi Hadid personifica en la campaña.





En la campaña de bolsos **Arcadie y Wonder**, los ambientes idealizados se recrean con pinceladas estructuradas y reales y acompañan las ondas del matelassé de **Miu Miu**. En una serie de retratos, depurados de cualquier tipo de formalismo ostentoso -que son íntimos y directos-, Gigi Hadid nos invita a participar de este imaginario entre lo real y lo metafísico. Porque, como enseña Miuccia Prada, lo cotidiano puede ser excepcional y lo ordinario puede volverse extraordinario. Con un bolso Miu Miu, aún más.





campaña de miu miu

CRÉDITOS DEL EQUIPO

Fotografía y Cine **STEVEN MEISEL**
Talento **GIGI HADID**
Dirección creativa **EDWARD QUARMBY**
Estilista **Lotta Volkova**

Play Video

Miu Miu campaña Steven Meisel Gigi Hadid bolsos



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GIGI HADID HELPS MIU MIU UNVEIL THE ARCADIE BAG

Joining the Wander.

[Miu Miu](#) has tapped supermodel [Gigi Hadid](#) to introduce its newest design — the Arcadie Bag.

Inspired by a mythical island in Ancient Greece, the latest [handbag](#) makes its mark with a deeply textural facade, delivering a woven exterior in a myriad of pigmented shades from a crisp, stark white to a vibrant red. Legendary photographer [Steven Meisel](#) looks to American artist Margaret Keane to guide the narrative of the campaign, capturing Hadid as the campaign's emotive and pensive heroine.

The mother of one dons a platinum blonde mullet, juxtaposing painterly, doll-like backgrounds, while tenderly grasping the brand's new handbag. The campaign also features the already iconic Wander silhouette, offering a round, crescent option.

Ranging in price from \$2,400 USD to \$3,300 USD, the Wander and Arcadie bag are available on Miu Miu's [online store](#). Take a closer look in the gallery above and watch the campaign video below.

FASHION

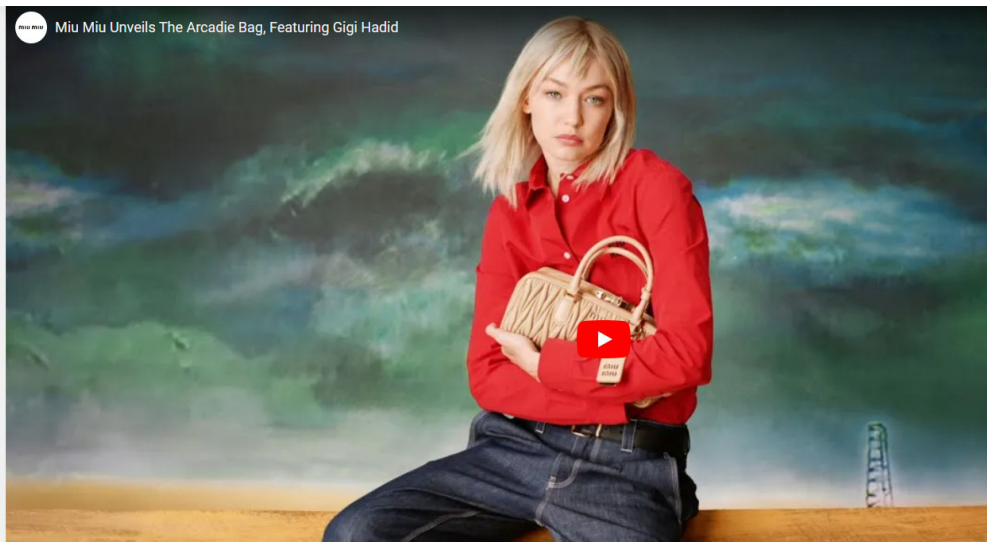
Gigi Hadid Shines as the Face of Miu Miu's Arcadie Bag 2023 Collection

Supermodel Gigi Hadid Captured in an Idyllic Setting for Miu Miu's Latest Campaign by Renowned Photographer Steven Meisel

Vanity Teen

By
Vanity Teen

Published
2 days ago



A Fashion Homage to the Iconic Matelassé

Luxury fashion brand Miu Miu pays tribute to the iconic matelassé in two distinctive styles, the classic Wander, and the freshly unveiled Arcadie. The brand delves into a visual narrative that lauds the mythical concept of Arcadie—a blissful and heavenly destination deeply embedded in ancient Greek mythology.

Supermodel Gigi Hadid as the Face of Arcadie Bag 2023 Collection

Esteemed fashion photographer Steven Meisel helms the camera for this captivating campaign, featuring superstar model Gigi Hadid. The creative team includes stylist Lotta Volkova, creative director Edward Quarmby, set designer Mary Howard,

casting director Ashley Brokaw, hair stylist Guido Palau, and makeup artist Pat McGrath.

A Tribute to the Artistic Spirit of Margaret Keane

For this campaign, Meisel draws inspiration from the aesthetic universe of American artist Margaret Keane. Channeling Keane's unique style, Meisel reinvents the identity of the Miu Miu heroine in uncanny settings. These striking portraits of Gigi accessorized with Miu Miu pieces serve as an exceptional tribute to Keane's indomitable personality, her liberation, and her narrative.

The Extraordinary in the Ordinary

Keane's artistic spirit perfectly aligns with the identifiable attitude that shapes Miu Miu, effortlessly mirrored in Gigi's gestures, moods, and emotions. The campaign highlights the transformation of the ordinary into extraordinary, illustrating that even the simplest moments can hold a unique allure.



MIU MIU

©MIU MIU, Photography by



MIU MIU

Steven Meisel

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MIU MIU

Photography by Steven Meisel



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In this article: Gigi Hadid, Miu Miu, Steven Meisel

Borse

Miu Miu: Gigi Hadid nella campagna SS23 della Arcadie Bag, omaggio a Margaret Keane

by [Redazione Moda](#) 3 Giugno 2023



Miu Miu ha svelato la campagna per la borsa Arcadie della collezione Primavera/Estate 2023. Un tributo a Margaret Keane, icona nell'arte pop surrealista, scomparsa un anno fa. Protagonista, la supermodella Gigi Hadid, fotografata da Steven Meisel

La campagna della **Arcadie Bag** di Miu Miu per la Primavera/Estate 2023 trae ispirazione dalla vita e dalle opere di **Margaret Keane**, rinomata pittrice degli anni '60. L'artista, scomparsa nel giugno 2022, era celebre per i suoi ritratti di bambini caratterizzati da occhi enormi ed espressivi, soprannominati "**Big Eyes**".

Steven Meisel nei suoi scatti riesce a catturare l'essenza dello stile distintivo della Keane. Le ambientazioni rendono infatti omaggio al mondo artistico della pittrice, familiare e in parte surreale, richiamando le sue pennellate caratteristiche. **Gigi Hadid** non possiede occhi eccessivamente grandi, come quelli tipici dei ritratti di Keane. Tuttavia, lei e Meisel hanno collaborato per riuscire ad enfatizzare proprio lo sguardo, e a catturare così lo spirito delle iconiche rappresentazioni di Margaret Keane.



MIU MIU

Gigi Hadid nella campagna SS23

della Arcadie Bag di Miu Miu – photo: Steven Meisel©

Miu Miu, la campagna per la borsa Arcadie SS23 omaggio a Margaret Keane

La decisione di [Miu Miu](#) di onorare Margaret Keane in questa campagna nasce da una profonda affinità tra i temi artistici della pittrice e l'estetica del brand del Gruppo Prada. La riflessione della Keane sulla giovinezza delle donne, sulla fragilità e sul surrealismo emotivo trova infatti una risonanza armoniosa nell'universo di Miu Miu. In questo modo il brand rende omaggio non solo al suo lascito artistico, ma rafforza anche il carattere silenziosamente forte della protagonista di Miu Miu, che abbraccia la resilienza e la determinazione.



MIU MIU

Gigi Hadid nella campagna

SS23 della Arcadie Bag di Miu Miu – photo: Steven Meisel©

Il tributo di Miu Miu alla Keane riflette l'impegno del marchio verso collaborazioni ponderate e intenzionali. Mentre molti marchi di moda operano a ritmi sostenuti, frenetici, Miu Miu adotta un approccio diverso, assicurandosi che le sue collaborazioni abbiano significato e profondità.



MIU MIU

Gigi Hadid nella campagna

SS23 della Arcadie Bag di Miu Miu – photo: Steven Meisel©

La campagna della Arcadie Bag Primavera Estate 2023 funge da opportuna celebrazione dell'arte e della vita, poiché Margaret Keane è morta nell'estate dell'anno precedente. Miu Miu, Steven Meisel e Gigi Hadid portano avanti l'eredità di Keane con forza e sensibilità, con una campagna accattivante che trascende la tradizionale pubblicità di moda.



MIU MIU

Gigi Hadid nella campagna

SS23 della Arcadie Bag di Miu Miu – photo: Steven Meisel©

Margaret Keane, chi è l'artista celebrata da Miu Miu

Nata il 15 settembre 1927 a Nashville, Tennessee, Margaret Keane è stata una celebre pittrice americana, conosciuta per i suoi ritratti caratterizzati dagli occhi grandi e penetranti dei soggetti. Durante gli anni '60, ha ottenuto enorme popolarità per le sue opere emotive e kitsch. Ritraeva spesso bambini e figure femminili con occhi esageratamente grandi, espressivi e penetranti.

Tuttavia, la carriera artistica di Keane fu oscurata da una situazione personale difficile. **Il suo primo marito, Walter Keane, sostenne infatti di essere l'autore dei dipinti di Margaret.** Egli, infatti, si era appropriato delle opere dei bambini con i grandi occhi, vendendole a proprio nome. La vera artista, pur essendo inizialmente d'accordo per la convinzione che non sarebbe altrimenti riuscita a vendere le sue opere, citò comunque in giudizio l'ex-marito alla fine degli anni Ottanta, e **vinse la causa dipingendo un quadro in tribunale.**



Il processo legale, che si concluse nel 1986, fu un punto di svolta per Keane. Finalmente l'artista ottenne il riconoscimento e la liberazione dall'ingiustizia subita. **La sua vicenda ispirò il film del 2014 "Big Eyes", diretto da Tim Burton**, che racconta la storia di Margaret Keane e del suo conflitto con Walter Keane.



La locandina di "Big Eyes" diretto da Tim Burton Margaret Keane, considerata un'icona nell'arte pop surrealista, è morta il 26 giugno 2022. La sua opera ha influenzato numerosi artisti e stilisti nel corso degli anni. I suoi dipinti continuano a essere apprezzati per la loro emotività, la loro straordinaria capacità di catturare l'espressione umana e la loro estetica unica.



MIU MIU

Gigi Hadid nella campagna

SS23 della Arcadie Bag di Miu Miu – photo: Steven Meisel©

FASHION GONE ROGUE

Gigi Hadid Takes Miu Miu's Arcadie Bag to New Heights

[JOANNA ELIZABETH](#)

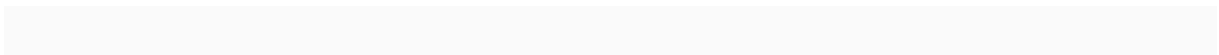
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PUBLISHED JUNE 1, 2023



Gigi Hadid brings charm in the Miu Miu Arcadie bag campaign. Photo: Steven Meisel

In its latest campaign, [Miu Miu](#) ventures into the realm of the surreal with the introduction of the Arcadie bag for 2023. Supermodel [Gigi Hadid](#) takes center stage, embodying the essence of this whimsical collection.



Renowned photographer [Steven Meisel](#) captures her modeling the Wander and Arcadie styles, transporting viewers into the imaginative world of American artist Margaret Keane. Keane's influence is palpable as Meisel masterfully intertwines her aesthetic universe with that of the Miu Miu heroine.

Gigi Hadid for Miu Miu Arcadie Bag 2023 Campaign

Fresh off the release of [Miu Miu's spring 2023](#) collection featuring Kendall Jenner, Gigi Hadid is another famous face of the brand. She also recently graced the [Guest in Residence Beach House](#) collection.



Gigi Hadid embraces Miu Miu's Wander bag in a whimsical outfit. Photo: Steven Meisel

With each gesture, mood, and emotion, Hadid expertly blurs the boundaries between reality and fantasy, proving that the everyday can hold exceptional moments and the ordinary can transform into something extraordinary.



Supermodel Gigi Hadid enchants with Miu Miu's Arcadie bag, a fusion of fantasy and fashion. Photo: Steven Meisel

The Miu Miu Arcadie bag campaign showcases the signature matelassé pattern, known for its intricate craftsmanship. The Italian brand effortlessly blends contemporary lightness with the timeless value of traditional leather-crafting, infusing the bags with texture and depth.



Rocking jeans, Gigi Hadid poses with the Arcadie bag from Miu Miu. Photo: Steven Meisel

As we delve into these stylized portraits, Gigi Hadid's simple gaze beckons us into a world that is partly imagined, partly real, but [undeniably Miu Miu](#).



AMICA

Gigi Hadid è la nuova eroina Miu Miu

Gli scatti senza tempo portano la firma del fotografo Steven Meisel



MIU MIU

Riecheggiano «immagini che esplorano un moderno entroterra tra realtà e surrealtà». È in un universo fiabesco che Miu Miu inserisce la **nuova campagna pubblicitaria** dedicata alla nuova borsa della maison. La *Arcadie Bag* per l'estate 2023.

Miu Miu celebra il suo emblematico matelassé in **due modelli di borse** – l'iconica Wander e la nuova Arcadie – stretti tra le braccia di **Gigi Hadid** e immortalati da Steven Meisel. I grandi occhi blu della top model si trasformano così in uno dei personaggi delle opere di Margaret Keane. La pittrice statunitense “degli occhi grandi”. E l'estetica della campagna si trasforma in un viaggio fuori dal tempo.

La campagna Miu Miu con Gigi Hadid



MIU MIU

Gigi Hadid si trasforma per un giorno nella nuova eroina Miu Miu in una serie di scatti senza tempo che catturano sia lei che le borse. Ispirandosi alla vita e allo spirito dell'artista Margaret Keane, Meisel ne ha rievocato l'universo estetico, riconoscibile all'istante.

I due mood, quello della maison e quello dell'artista si fondono così alla perfezione. Carattere indomito, libertà e storia, spiegano dalla maison, sono «affini all'inconfondibile atteggiamento di Miu Miu, qui incapsulato nei gesti, negli stati d'animo e nelle emozioni di Gigi».



MIU MIU

«Il quotidiano può essere eccezionale, l'ordinario può diventare straordinario». La ricchezza di questi spazi idealizzati si accompagna così all'intricatelyzza del **caratteristico matelassé di Miu Miu**. Da un lato con l'*Arcadie*, nuova borsa must have. Un accessorio prezioso in pelle matelassé, una borsa a mano sofisticata con dettagli metallici. Artigianale, eppure contemporanea, con tracolla amovibile per indossarla con diverse mise.

Dall'altro c'è il lusso senza tempo del modello *Wander*, un caposaldo della maison, proposto in dieci nuance intense. Stagione dopo stagione, la borsa hobo è diventata ormai un oggetto di culto. staremo a vedere se sarà così anche per questa nuova "creatura".



ジジ・ハディッドのファッションポリシー & バッグの中身は？ スペシャルQ&A



「ミュウミュウ (MIU MIU)」の新作バッグ、「アルカディ (Arcadie)」のローンチを記念して、ジジ・ハディッドに特別インタビュー。



バッグ「アルカディ (Arcadie) 」 ¥319,000 / ミュウミュウ
Steven Meisel

「ミュウミュウ (MIU MIU)
」からローンチした注目の新作バッグ、「アルカディ (Arcadie) 」。トップハンドルバッ
グのクラシックなシルエットと、
柔らかなナッパレザーを立体的に仕上げたマテラッセがアイコンックなこのバッグのキ



キャンペーンモデルに、ジジ・ハディッドが抜擢された。世界的フォトグラファーのステイーブン・マイゼルと、セットデザイナーのメアリー・ハワードがタッグを組み、ジジの魅力を最大限に引き出したビジュアルは、まさに「ミュウミュウ」の世界観そのもの。



バッグ“アルカディ (Arcadie) ” ¥319,000 (参考色・ハワイ、グアムの店舗にて取り扱いあり) / ミュウミュウ

Steven Meisel

本キャンペーンを記念して、ジジ・ハディッドに撮影エピソードや自身のファッション観、私生活やバッグの中身まで、スペシャルインタビュー。

Q.“アルカディ”バッグのキャンペーンで、ステイーブン・マイゼルと一緒に仕事した経験はどうでしたか？

ステイーブンのカメラの前に立つのはどの時も光栄なことです。今回のキャンペーンを撮影して「ミュウミュウ」との新しいコラボレーションに取り組めたことは特別な体験でした。このコンセプトにとってもワクワクしたうえ、メアリー・ハワードがデザインしたセットが特にすてきでした。メアリーとステイーブンはいつも一緒に素晴らしい仕事をしていますし、絵画をベースにしたセットがとってもミウツチャラしかったです！

セットに立って、自分がちっぽけな存在になった気分になってこのキャラクターに入



るのは楽しかったです。



バッグ“アルカディ (Arcadie) ” ¥374,000 / ミユウミュウ

Steven Meisel

Q. モデルとファッションフォトグラファーの関係をどう表現しますか？

スティーブンはこれまで、モデルのあり方について本当にたくさんのことを教えてくれただけでなく、撮影中に自分の直感を信じる自信を与えてくれました。スティーブンは自分が欲しいものを正確に把握していて、効率的で心優しく、それに何もしなくても面白い人なので、とても尊敬しています。仕事でのフォトグラファーとの関係はそれぞれ違いますが、誰かとダンスする感覚に似ていますね。相性がいいかリズムが乗らないかのどちらかです。私はスティーブンとダンスするのが大好きです！

Q.

あなたにとってファッションとはどういう存在ですか？ 生活の中でどんな役割を果たしていますか？

ファッションは、キャンペーンやエディトリアル、ショー、セットデザイン、クリエイティブディレクションなど、そのクリエイティブな面からインスピレーションを与えてくれます。普段の生活では、ほとんど定番アイテムしか着ませんが、アクセサリーやバッグ、シューズ、アイウェアで自分を表現するのが好きですし、もちろんランウェイル



ックや特別なシーンのカスタムピースで楽しんでいますよ。



バッグ“アルカディ (Arcadie) ” ¥319,000 / ミュウミュウ

Steven Meisel

Q.

モデルとしての仕事に対してどうアプローチしていますか？ どんなプロセスで仕事していますか？

私は、自分の仕事を非常にプロフェッショナルでクリエイティブな視点で捉えていると思います。モデルとして仕事をして商品売るためにいるわけですが、そこで自分が語るべきストーリーも理解しないとダメです。一番ありがたいのは、セットで過ごすなかで生まれた友情です。みんなを観察して、それぞれの違う表現を学ぶことが好きです。良いモデルは、周囲で起こっていることすべてを把握する必要があると思います。

Q.

ファッションエディトリアルやキャンペーンでどのくらい自分らしさを出したり他人を演じたりしますか？

その日その日や、与えられた演出のディレクションによりますね。「ジジ」をはっきり出してほしいと言われるときもあるし、特定のキャラクターを演じるときもあります。役に入ることができればそれを演じますが、そうでなければストーリーにインスパイア



されるものをイメージします。



バッグ“アルカディ (Arcadie) ¥319,000 / ミユウミュウ

Steven Meisel

Q. 有名人であることとプライバシーのバランスはどう維持していますか？

バランスを見つけることは時間もかかるし、試行錯誤から学ぶものだと思いますが、私はママになったことで、家で娘との時間に全力で集中すること、そして仕事の時間は自分にとってやりがいのある仕事や経験となるものに注力し、バランスを優先できるようになったと思います。

Q. 「ミユウミュウ」の“アルカディ”バッグのお気に入りポイントは？

このバッグは大好きで、プライベートでも使っています。この新作キャンペーンを撮影したときは、サンドベージュとホワイトに目をつけていました。いろんなコーディネートができそうだなと思って。遠目に見ると一見シンプルなバッグなのに、ディテールや個性がたくさん詰まっていて、カラーバリエーションも豊富なのがポイントです。もちろん、クオリティも格別。“アルカディ”バッグなら、誰もが自分を表現する方法を見つけられると思います。

Q. バッグの中身は？

ナイトアウトやちょっとそこまでランチに行くときは、結構身軽に出掛けます。中身は



、財布、リップライナー、リップ、クリームだったり、それからサングラス、スマホ...
ときどきカメラ、です。

本キャンペーンでは、“アルカディ”のほか、「ミュウミュウ」のアイコンである“ワンダー”も登場し、ジジ・ハディッドの魅力とともに紹介されている。持つ人の個性を引き立てるアイコン的なバッグをぜひチェックして！



バッグ“ワンダー (Wander) ” ¥324,500 / ミュウミュウ
Steven Meisel





バッグ“ワンダー (Wander) ” ¥297,000 / ミュウミュウ
Steven Meisel

※バッグはすべて税込み・ 予定価格

「ミュウミュウ」公式サイトで“アルカディ”&“ワンダー”バッグをチェック

問い合わせ先 / ミュウミュウ クライアントサービス 0120-451-993

<https://www.miumiu.com/>





Gigi Hadid incarne la nuova campagna **Miu Miu** con i sacchi Arcadie e Wander



J'autorise par la présente le traitement de mes données personnelles aux fins de la Privacy Policy Industry Trends

Miuccia Prada présente le nouveau sac Arcadie et le Wander avec une nouvelle campagne photographiée par Steven Meisel et inspirée de la vie et de l'esprit de l'artiste américaine Margaret Keane.

« Entre réalité et surréalité » mais toujours en référence à l'univers esthétique des **Miu Miu** Girls. **Miuccia Prada** dévoile une nouvelle campagne qui célèbre le matelassé sophistiqué des sacs **Miu Miu**, en particulier le sac Wander déjà bien connu et la nouvelle entrée Arcadie Le fer de lance de la campagne est le top model Gigi Hadid photographié par Steven Meisel avec un style signature de Lotta Volkova et une direction créative d'Edward Quarmby.

Cette fois, l'inspiration vient de la vie et de l'esprit de l'artiste américaine



Margaret Keane, qui a su créer un langage esthétique intime et féminin en accord avec l'essence **Miu Miu**. De même, le caractère indomptable de Keane, sa liberté, son histoire, forment des affinités avec l'attitude indubitable de la femme **Miu Miu**, à partir des gestes, des humeurs et des émotions que Gigi Hadid personifie dans la campagne.

Dans la campagne des sacs Arcadie et Wonder, des environnements idéalisés sont recréés avec des coups de pinceau structurés et réels et accompagnent les ondulations du matelassé de **Miu Miu**. Dans une série de portraits purgés de tout formalisme ostentatoire, intimes et directs, Gigi Hadid nous invite à participer à cet imaginaire entre réel et métaphysique. Car, comme l'enseigne **Miuccia Prada**, le quotidien peut être exceptionnel et l'ordinaire peut devenir extraordinaire. Avec un sac **Miu Miu**, encore plus.

Campagne **Miu Miu**

CRÉDITS

Photo et Film STEVEN MEISEL

Talent GIGI HADID

Direction artistique EDWARD QUARMBY

Styliste Lotta Volkova

Video Player is loading.

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Seek to live, currently behind live LIVE Remaining Time - 0:42 1x Playback Rate
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Campagne **Miu Miu** Sacs Steven Meisel Gigi Hadid

Tags





Miu Miu Gigi Hadid: Arcadie e Wander, la nuova campagna scattata da Steven Meisel



Fashion



- Caterina Di Iorgi
- 2 Giugno 2023

Miu Miu Gigi Hadid – Riecheggiando immagini che esplorano un moderno entroterra tra realtà e surrealtà, **Miu Miu** celebra il suo emblematico matelassé in due modelli di borse – l'**iconica Wander e la nuova Arcadie** – stretti tra le braccia di Gigi Hadid e immortalati da **Steven Meisel**.

Miu Miu Gigi Hadid: la campagna Arcadie Bag

Arcadie è una destinazione, entrata nella mitologia fin dall'antica Grecia, uno scenario idealizzato, un paesaggio idilliaco ed elisio, immerso nella natura. Ispirandosi alla vita e allo spirito dell'artista americana **Margaret Keane**, Meisel ne rievoca l'universo estetico – riconoscibile all'istante – per rimodellare quello dell'eroina **Miu Miu**, in una serie di ritratti che catturano sia Gigi che le borse.

Allo stesso modo, il carattere indomito di Keane, la sua libertà, la sua storia, sono intrinsecamente affini all'inconfondibile atteggiamento di **Miu Miu**, qui incapsulato nei gesti, negli stati d'animo e nelle emozioni di Gigi.

Il quotidiano può essere eccezionale, l'ordinario può diventare straordinario. La ricchezza di questi spazi idealizzati – ricreati da pennellate strutturate e reali – è



accompagnata dall'intricchezza del caratteristico matelassé di **Miu Miu**. Fondendo una leggerezza moderna con le tradizioni della lavorazione in pelle, questo iconico materiale aggiunge consistenza e profondità ai due modelli di borsa.

Affiancati da suggestivi scatti still-life, in questa serie di ritratti stilizzati e allo stesso tempo intimi e diretti, Gigi ci invita in questo mondo, in parte immaginario e in parte concreto, ma interamente **Miu Miu**.





Gigi Hadid embraces short platinum locks while starring in Miu Miu campaign for the new Arcadie bag



Gigi Hadid confidently showed off new, shorter locks as she appeared in the latest campaign for luxury brand, Miu Miu, in an Instagram post uploaded on Thursday.

The supermodel, 28, who recently wowed wearing a strapless gown at the 76th Annual Cannes Film Festival, modeled clothing pieces from the company as well as the new Arcadie bag.

At the beginning of a clip shared onto the brand's main Instagram page, the beauty could be seen lounging on a wooden fence that was placed on a set.

She donned a pair of loose-fitting, dark denim jeans that were secured with a black belt around the waist. The mother of one also tucked in a Miu Miu red button up for a pop of color to the look.

As she struck a pose and gazed directly at the camera, Gigi cradled a tan-colored, \$2,800 Arcadie Matelassé nappa bag in her arms.

New campaign: Gigi Hadid, 28, confidently showed off new, shorter locks as she appeared in the latest campaign for luxury brand, Miu Miu, in an Instagram post uploaded on Thursday

Striking a pose: At the beginning of a clip shared onto the brand's main Instagram page, the beauty could be seen lounging on a wooden fence that was placed on a set

The media personality slipped into a pair of gray crew socks as well as white flats that were secured with a strap that wrapped around the top.

The model confidently showed off new, shorter fringed locks for an edgy flare to the overall campaign shoot.

Her makeup was naturally done, and comprised of a layer of black mascara to her lashes along with rosy pink tint to her lips. A fan off screen gently blew the platinum blonde locks away from her face in the clip.

The video then transitioned to the star sitting on a large black chair while wearing a short-sleeved, olive-colored Miu Miu sweater and a pencil skirt with a hem that stopped





Le foto di Gigi Hadid nella nuova campagna **Miu Miu** Estate 2023

harpersbazaar.com/it/moda/tendenze/a43162565/gigi-hadid-foto-borsa-miu-miu

Olivia Ghebreeghziabher

1 giugno 2023



Courtesy [Miu Miu](#) Press Office





Wander, un nome evocativo che emana rilassatezza. *Arcadie*, un nome che è anche un rimando a un luogo mitico, in cui la natura è preponderante e avvolge con candore. I due sostantivi sono anche i nomi delle due borse di Miu Miu, la prima già conosciuta, la seconda un nuovo ingresso per la Maison meneghina, che ne celebra l'arrivo con una campagna già iconica. Per l'Estate 2023 è la silhouette di Gigi Hadid a prendere spazio all'interno dell'inquadratura di Steven Meisel, e a trasformarsi in uno dei personaggi delle opere di Margaret Keane, la pittrice statunitense degli occhi grandi. L'estetica è fedelissima così a quella dell'artista americana, sognante e fantastica, ma anche indomabile.

Così ipnotici, gli occhi azzurri di Gigi Hadid raggiungono chi osserva i ritratti della campagna Miu Miu, invitando a vagabondare con la mente, tra il reale e ciò che non lo è. La supermodella stringe gli accessori Miu Miu, caratterizzati dall'inconfondibile pelle a lavorazione matelassé, così rassicurante e intrigante, grazie ai chiaro scuri resi dalle curve sinuose.





Courtesy [Miu Miu](#) Press Office

Pubblicità - Continua a leggere di seguito

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Desiderabili, in nuance che vanno dal caramello al verde salvia, passando per il rosa begonia e il giallo, le borse [Miu Miu](#) diventano compagne di look da sera e da giorno, si lasciano dondolare da una mano all'altra, si portano sotto braccio, si poggiano sulle





gambe. In diverse dimensioni, tutte estremamente portabili, si trasformano in autentici passepartout, già noti eppure ancora interamente da scoprire.



Courtesy [Miu Miu Press Office](#)

[Shop Now](#)





courtesy [miu miu](#)

Pubblicità - Continua a leggere di seguito

Da un lato l'Arcadie, nuova borsa must have [Miu Miu](#). Un accessorio prezioso in pelle matelassé, una borsa a mano sofisticata con dettagli metallici. Artigianale, eppure estremamente contemporanea, con tracolla amovibile per indossarla con diverse mise.





Courtesy [Miu Miu Press Office](#)

[Shop Now](#)





courtesy [miu miu](#)

Lusso senza tempo è quello del modello Wander, un caposaldo per [Miu Miu](#), che la propone in dieci nuance intense. Stagione dopo stagione, la borsa hobo diventata ormai un oggetto di culto, è anch'essa realizzata in nappa matelassé ed è caratterizzata da un discreto fascino retro.

