



MILMIL AUSTRALIA, HARPERS BAZAAR AUGUST 2023





PAESE :Italia
PAGINE :1
SUPERFICIE :1 %
PERIODICITÀ :Mensile□□



► 1 settembre 2023



ITALIA – HARPER'S BAZAAR – MIU MIU COVER – 01.09.23





STATI UNITI – HARPER'S BAZAAR – MIU MIU COVER – 01.09.23



SEPT. 2023 Harper's 4,9 e

BAZAAR

FRANCE

MODE

Tout pour être
unique

LES ICÔNES
DE L'ANNÉE

Kendall Jenner

Doja Cat

Pharrell Williams

Phoebe Philo

Catherine Deneuve

Françoise Hardy...

et la relève





ARABIA – HARPER'S BAZAAR – MIU MIU COVER – 01.09.23



SINGAPORE

Harper's BAZAAR

harperbazaar.com.sg

BRAVE HEARTS

Irene Ang
Munah Bagharib
Sharul Channa
Farah Lola
Annette Lee
Xixi Lim
Sarah Peng
Siti Khalijah

+

The return of
screen idol
Dai Xiangyu

(G)I-DLE
MINNIE
GOES
GLOBAL



SINGAPORE – HARPER'S BAZAAR – MIU MIU COVER – 01.09.23



VOGUE

AUSTRALIA

TARLISA
GAYKAMANGU
Australian beauty on
the world stage

BOLD NEW SEASON

Meeting Marc Jacobs
The 90s Supers return
Sofia Coppola
Zadie Smith

09
\$9.95 SEPT '23 NZ \$10.99
9 312966 801005





GIAPPONE – NUMERO TOKYO – MIU MIU COVER – 01.06.23





**DAY
&
NIGHT**

BY
**INEZ
&
VINOODH**

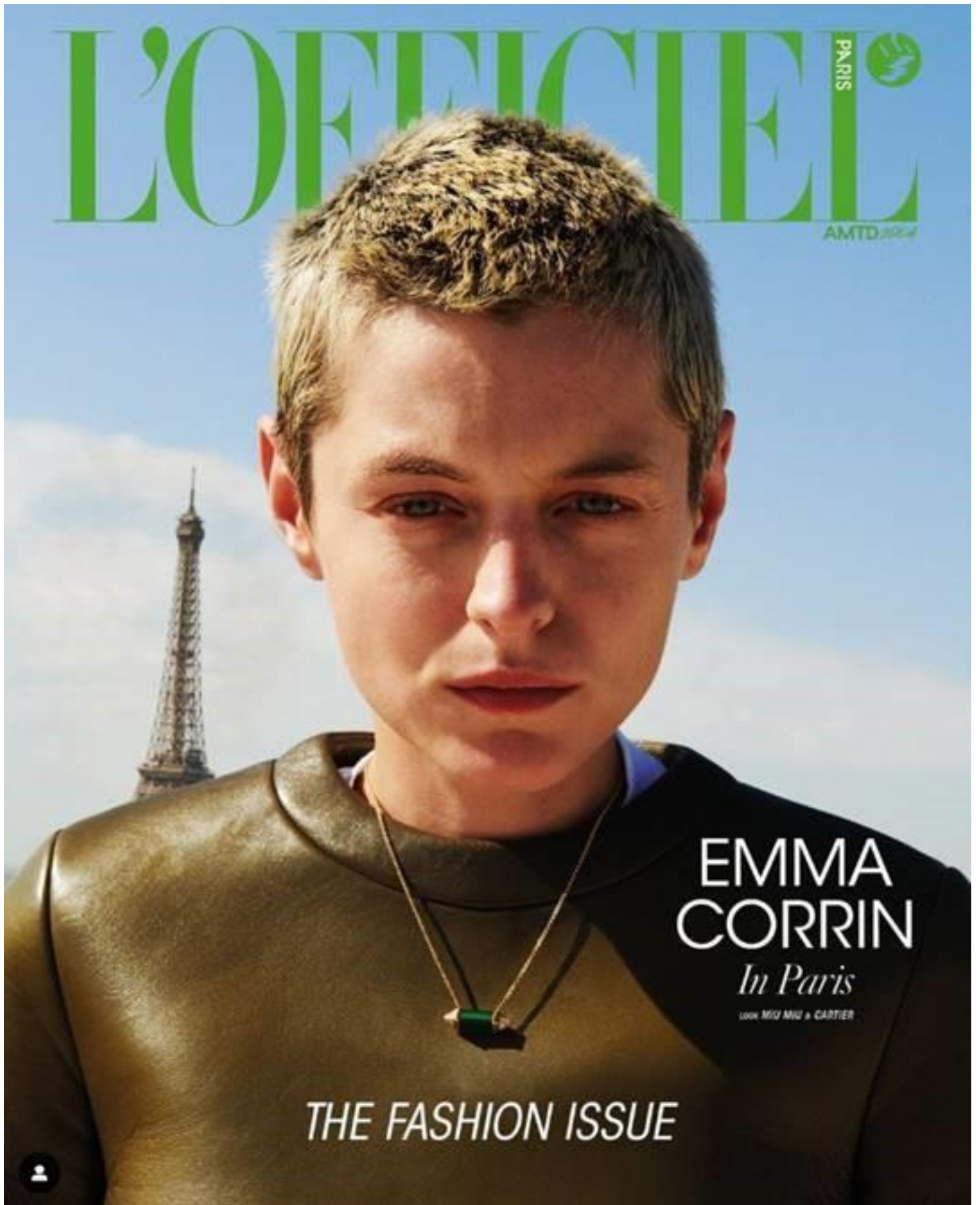
FEATURING
**THE
IRIS
LAW**

STYLED BY PAUL SIMONLAIRE
INTERVIEWED BY MALA HERH

V MAGAZINE
FALL 2023

144

STATI UNITI – V MAGAZINE – MIU MIU – FALL 23



FRANCIA – MIU MIU – L' OFFICIEL – FALL, 2023

ELLE

GISELE
SUPERSTAR

242
PAGES

STYLE
& ALLURE

SPECIAL
MODE

CMI FRANCE
L 14149 - 4054 S - F: 2,90 € - RD

HEBDOMADAIRE 31 AOÛT 2023 / FRANCE: METROPOLITAIN 2,90€ - AND: 4,90€ - D: 3,90€ - BEL: 3,90€ - ESP: 4,90€ - GR: 4,90€ - IT: 4,90€ - UK: 4,90€
POR: 4,90€ - ARG: 3,90€ - BR: 3,90€ - CAN: 3,90€ - CHN: 3,90€ - JPN: 3,90€ - MEX: 3,90€ - NZL: 3,90€ - SWE: 3,90€ - THA: 3,90€ - USA: 3,90€

FRANCIA – MIU MIU – ELLE – AUGUST 31, 2023

Grazia (DE)

PAESE :Germania

PAGINE :1

SUPERFICIE :0 %

PERIODICITÀ :Settimanale□□

► 31 agosto 2023



GERMANIA – GRAZIA – MIU MIU COVER – 31.08.23





► 28 luglio 2023



NR. 15/28/7/2023

S

Schaufenster
Die Presse

Juliette Larat
debütiert heuer
bei den Salzburger
Festspielen.

Rahmen-
handlung





annabelle

No. 10, 11. August 2023
annabelle.ch
9.80 Fr., 9.80 €

Nur für Erwachsene.
Modetrends Herbst/Winter.

Wahlen.
Eine Wende für die Frauen im Kanton Schwyz?



Milk X

PAESE :Hong kong
PAGINE :1
SUPERFICIE :324 %



► 1 agosto 2023



HONG KONG - MILK X - MIU MIU - 01.08.23





► 1 agosto 2023



HONG KONG - MILK X - MIU MIU - 01.08.23





► 1 agosto 2023



HONG KONG - MILK X - MIU MIU - 01.08.23





► 1 agosto 2023



HONG KONG - MILK X - MIU MIU - 01.08.23



| Italia

Cardigan e maglia
in cashmere, T-shirt
in cotone, gonna
in chiffon a pois,
slingback in vernice
e borsa "Softy"
MIU MIU, collane
in argento **GIOVANNI
RASPINI** da 320 euro,
occhiali **TOD'S
EYEWEAR** 270 euro,
orologio "Seamaster"
Edizione Venezia
OMEGA 7.500 euro,
anello in ottone
LEDA MADERA.





Piccolo cardigan di cashmere sottile su maglia e slip coordinati, MIU MIU, come la T-shirt, gli slip di jersey e le slingback di vernice.





Mollette, fermagli e barrette: riportati in auge dalle celebrity e dagli stilisti, non sono sempre facili da indossare. Soprattutto sui capelli lisci. Per evitare che "scivolino", meglio posizionarli dietro l'orecchio o leggermente più in alto sulla tempia.

AMICA

121

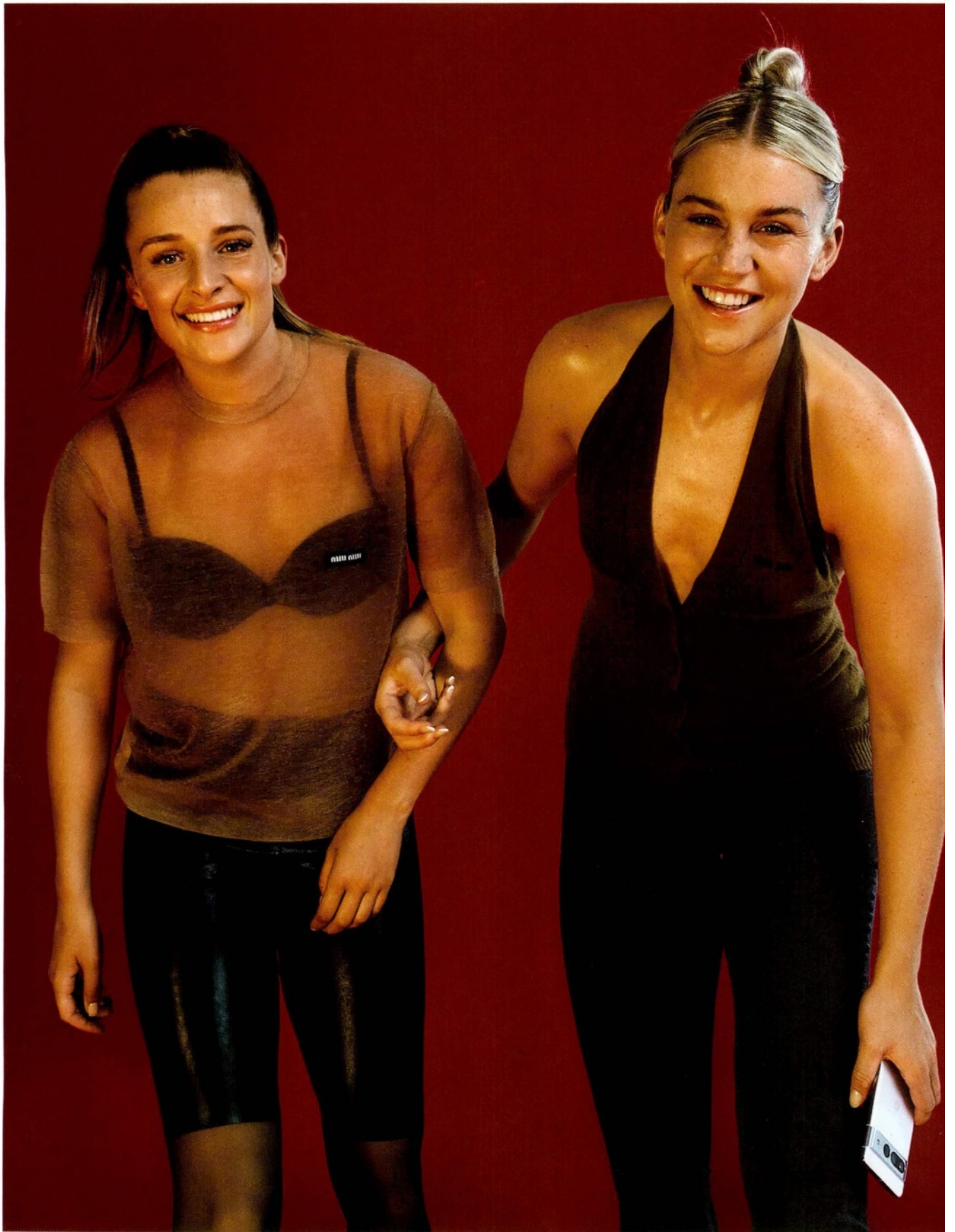


| Regno Unito



MIU MIU

Jacket, £4,350, skirt, £1,660, and jumper, £1,840



ELLE 168

GRAN BRETAGNA - ELLE - MIU MIU - 01.09.23



► 1 agosto 2023



Miu Miu conceals the peekaboo proportions of its knitted pants with a padded hoodie.

Hoodie, cashmere cardigan, cashmere sweater, cashmere knickers, and jersey underwear, MIU MIU. Sleeper earrings, model's own





► 1 agosto 2023



GRAN BRETAGNA - VOGUE U.K. - [MIU MIU](#) - 01.08.23





► 1 luglio 2023

Fashion

Dress, £7,000, by **Miu Miu**. Neck piece, price on request, by **Loewe**. Shoes, £690, by **Celine** by **Hedi Slimane**. Tights, £35, by **Wolford**

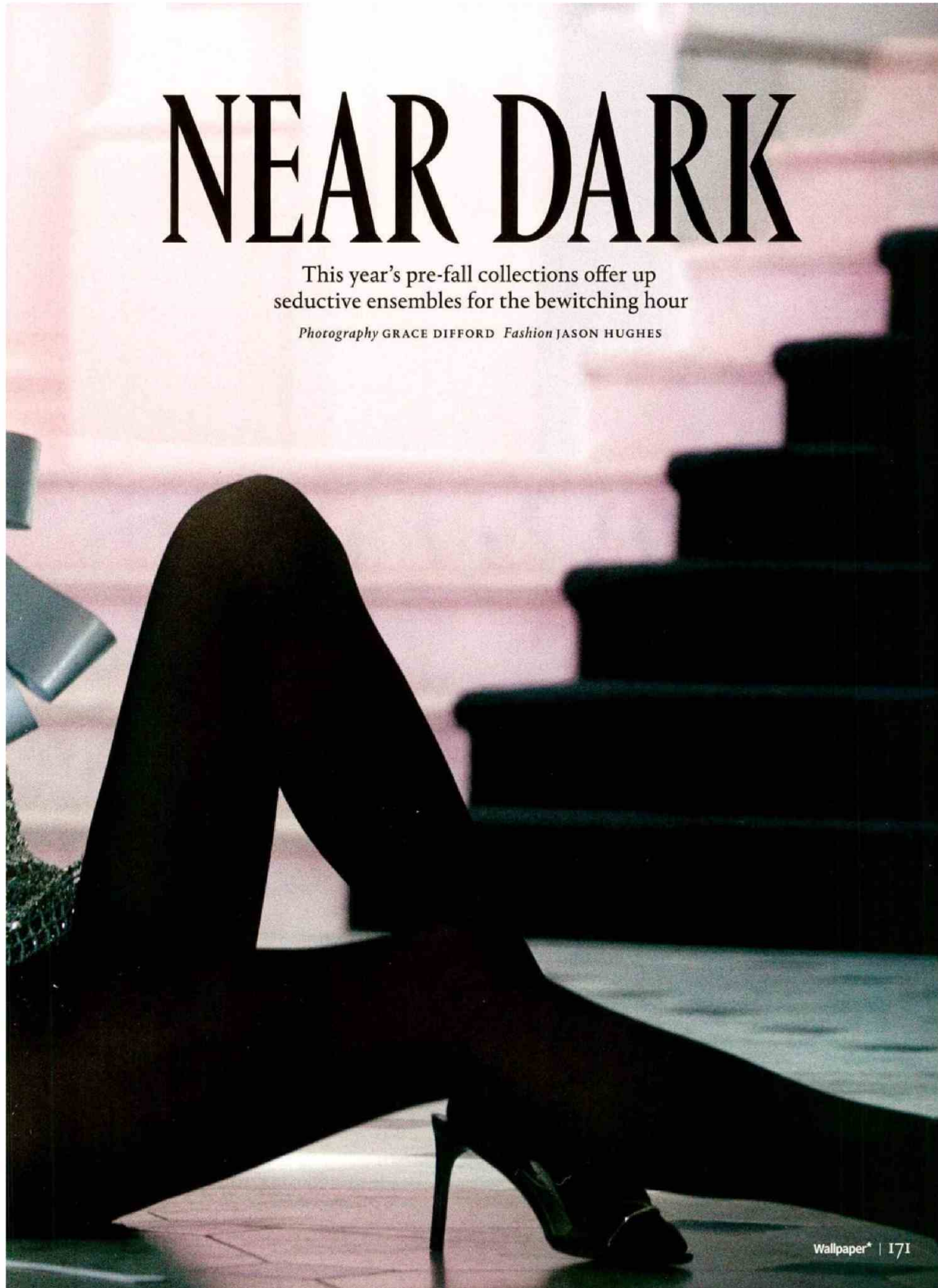


GRAN BRETAGNA - WALLPAPER - MIU MIU - 01.07.23





► 1 luglio 2023



GRAN BRETAGNA - WALLPAPER - MIU MIU - 01.07.23





► 1 luglio 2023



TOM SCHIRMACHER

Satin dress, £1,940, Miu Miu. Wool jumper, £560, Emilia Wickstead. Rose gold and diamond earrings, £12,000; gold, diamond and onyx necklace, from a selection, both Bulgari. Satin heels, £470, Piferi

GRAN BRETAGNA - HARPER'S BAZAAR - MIU MIU - 01.07.23



| Germania



FRANCIA – MIU MIU – NUMERO – SEPTEMBER, 2023



Pull en cachemire, culotte
brodée et collant, MIU MIU.
Boucle d'oreille, VANN.



Cardigan et pull en cachemire,
et tee-shirt, MIU MIU.



Twinsset, trasparente Rock und Strumpfhose von Miu Miu





Model Greta Varlese @ M-P Models
Haare Christos Vourlis @ 10 AM
Make-up Athina Karakitsou @ 10 AM
Modeassistentz Jaqueline Huber
Producer Lida Aslanidou @ 10 AM
Casting Anna Koziakova

Besonderer Dank gilt der Stadt Athen, die dem historischen Viertel von Kypseli, in dem diese Produktion stattfand, durch umfangreiche Modernisierungsarbeiten wieder seinen alten Glanz zurückgegeben hat.

Bluse, Shirt und Mini-Rock aus Seiden-Chiffon, mit Dot-Print, von **Miu Miu**. RECHTESSEITE Trenchcoat aus Lackleder, von **Alaïa**. Pumps aus Kunstfaser, **Aquazzupa**.

Editor *Kai Margrander*
Fotos *Sofia Sanchez &
Mauro Mongiello*

Anspruchsvoll:
Das Kostüm
hat die Mode
revolutioniert
und ist noch
immer eine
Kraftquelle

It
suits
her...



BAZAAR Harper's



MODE — Kleid mit applizierten Plastikblüten und Unterkleid, beides aus Chiffon (links). Kaschmir-Set, darunter ein T-Shirt aus Jersey. Rock mit Pünktchen aus Chiffon, Strumpfhose aus Nylon, alles von Miu Miu.



| Stati Uniti D'America

USA – HARPER'S BAZAAR - SEPTEMBER 2023



BAZAAR

USA – HARPERSBAZAAR.COM - SEPTEMBER 2023

BAZAAR





USA – T MAGAZINE – AUGUST 2023





USA – T MAGAZINE – AUGUST 2023



| Spagna



► 1 agosto 2023



*Sudadera con capucha,
cárdigan y top de cachemir,
medias y ropa interior de
punto, todo de MIU MIU;
y pendientes de la modelo.*

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SPAGNA - VOGUE SPAIN - MIU MIU - 01.08.23







María lleva jersey de cuello vuelto, hoodie, abrigo, leggings y zapatos, todo de Miu Miu. Anillo y pendientes, Vidal.

En la otra página, Tomás con camiseta de Prada, pantalón y cárdigan de punto, todo de Prada. María lleva gabardina de piel y bolso de red, Prada y joyas, Tiffany & Co.

| **Francia**

*Veste en cuir,
collants en nylon
et sandales en cuir vernis,
MIU MIU.*



Francesca Hayward porte une veste
légère et un esp, MIU MIU,
des chaussettes, PANTHERELLA,
et des bottines, VASQUE.

Page de gauche, dans le sens
des aiguilles d'une montre,
en partant du haut à gauche:
la lumière perce à travers
les doubles portes du porche,
Tallulah Harlech (gauche)
porte un pyjama, CHARVET,
et Ella Richards (droite)
porte une robe, CHLOÉ.
Boutures du jardin.
L'actrice Lydia West porte
une robe, ALTUZARRA,
et des chaussures, FERRAGAMO.



*Caban, sweat à capuche
et pull, MIU MIU.*

La rentrée, C'EST STYLÉ

*Photographe MATT HEALY.
Réalisation JESSICA GERARDI.*



Links: Laminierter Trenchcoat
im Herrenstil mit großflä-
chigem Kunstprint, von (auch
die Overkneestiefel mit
Plateau) **Dries Van Noten**,
um 2250 Euro

Rechts: Zartes, doppellagiges
Chiffonkleid in Twiggy-
Silhouette, von **Miu Miu**,
um 4650 Euro.
Handschuhe: privat

September 2023 · MADAME · 81

GERMANIA-MADAME-MIU MIU-SEPTEMBER 2023

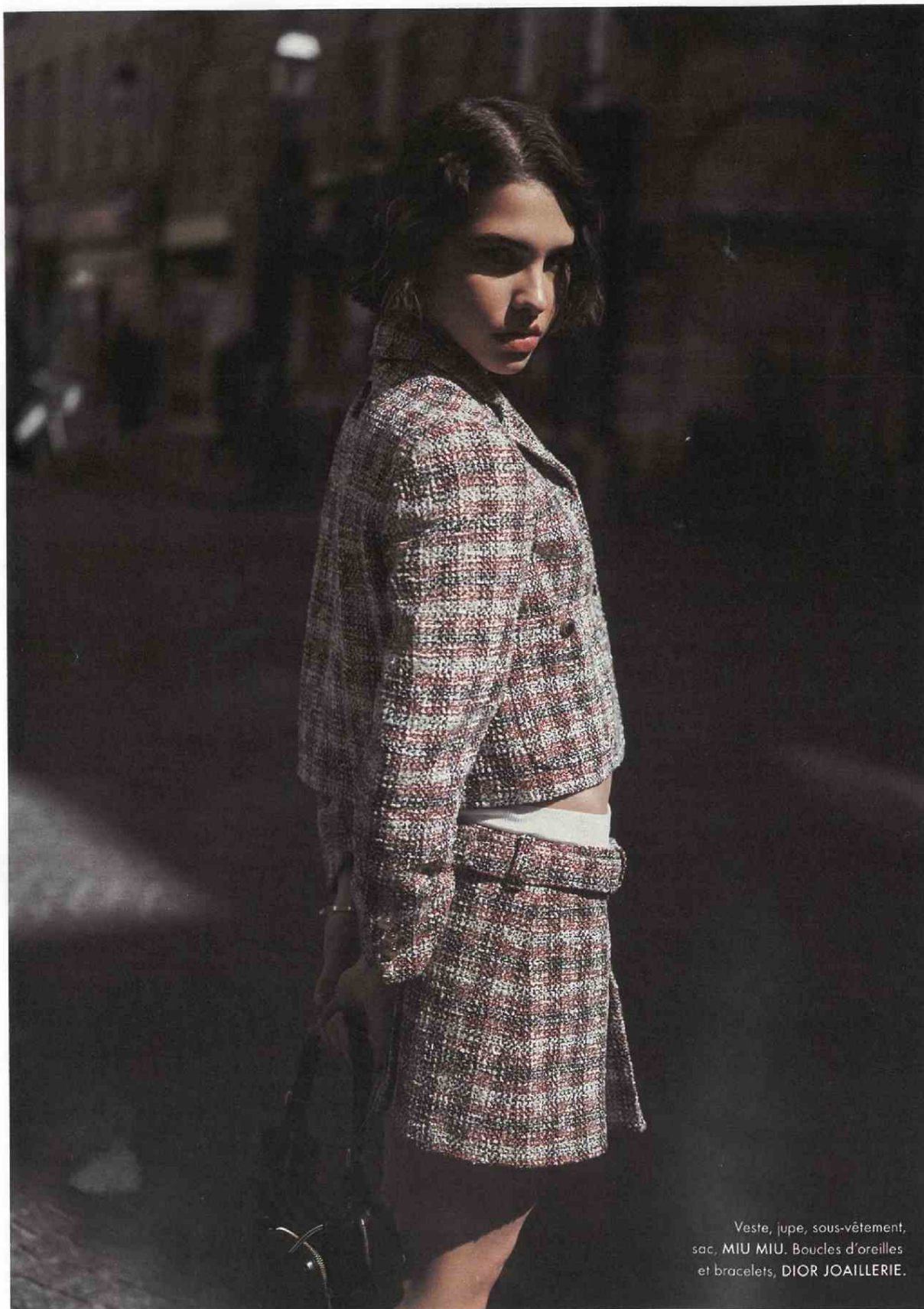


► 1 agosto 2023 - N°1039



*Ruby broché de fleurs
en mousseline. MIU MIU.
Haut de bikini en tulle noir
et bas de bikini tulle blanc
à pois. Tiramisu. FOLIO
RALPH LAUREN.
Bague double rang. Tiffany.
Kiss en or jaune 18 carats.
TIFFANY & CO.*





Veste, jupe, sous-vêtement,
sac, MIU MIU. Boucles d'oreilles
et bracelets, DIOR JOAILLERIE.

STEVEN PANI



| Austria

PAESE :Austria

PAGINE :1

SUPERFICIE :1 %



Flair (AT)

► 1 settembre 2023



— Im. Streptococci
and P. aeruginosa

Dist. in vendita con: 80



PAESE :Austria

PAGINE :1

SUPERFICIE :1 %



Flair (AT)

► 1 settembre 2023





— Kleid MIU
MIU • Seiden-
schal Stylist's own

— Linke Seite:
Shorts, Jacke,
Gürtel, Ohrringe
und Stiefelchen
CHANEL • Choker
DIOR • Socken
Stylist's own



PAESE :Austria

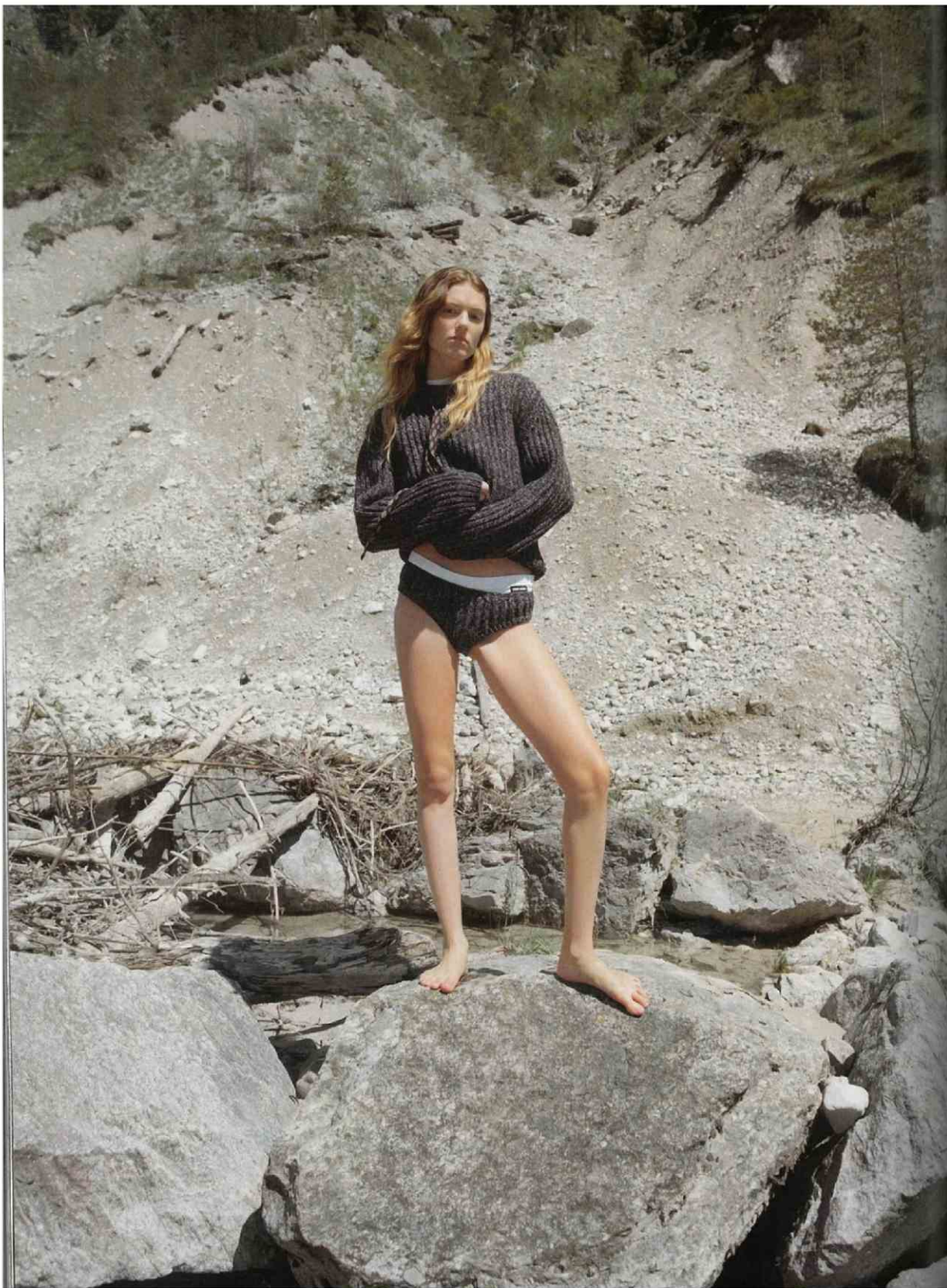
PAGINE :1

SUPERFICIE :1 %



Flair (AT)

► 1 settembre 2023



| Australia



► 1 agosto 2023



MIU MIU AUSTRALIA, HARPERS BAZAAR AUGUST 2023





► 1 agosto 2023



Sydney Sweeney wears Miu Miu jacket, \$7400; stylist's own top (worn throughout); Miu Miu briefs, \$1320, and \$475 (worn underneath) (both worn throughout); Tiffany & Co. rings, from left: \$4250, and \$3500. Opposite page: Tiffany & Co. rings, from left: \$5100, and \$3700. Previous page: Miu Miu jacket, \$12,500; Tiffany & Co. earrings, \$6900 (worn throughout), and necklace, \$6300.

MIU MIU AUSTRALIA, HARPERS BAZAAR AUGUST 2023





► 1 agosto 2023



MIU MIU AUSTRALIA, HARPERS BAZAAR AUGUST 2023





► 1 agosto 2023



Miu Miu tops, S

MIU MIU AUSTRALIA, HARPERS BAZAAR AUGUST 2023



| Cina



| Grecia



► 1 luglio 2023



Τοπ, σορτς με μεγάλες
τσέπες, σουτιέν και
σλιπ, όλα Miu Miu.

marieclaire.gr

GRECIA - MARIE CLAIRE - MIU MIU - 01.07.23



| Turchia

LA PEAU DOUCE

Adopté par les plus grandes
maisons, le matelassé fait fureur.
Irrésistible à l'œil et au toucher.



Miu Miu
Sacs à main Arcade en cuir.

| Emirati Arabi Uniti



تحفتي Miu Miu بنمط Matelassé مع حقيبتي Wander Arcadie

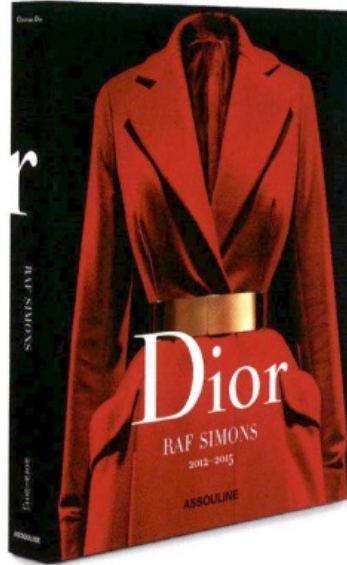
تحفتي Miu Miu بنمط Matelassé الأيقوني من خلال حملتها الجديدة التي تضمّ حقيبتي Wander الشهيرة وتصميمين استثنائيين: Arcadie الجديدة. فيبرز تصميم حقيبتي Arcadie بتفاصيله الدقيقة التي تشكّل مزيجاً مثاليًا من العناصر الكلاسيكية والمعاصرة في الوقت نفسه مجسّدةً جوهر العلامة التجارية وهويتها. تتوافر الحقيبتان إمّا بالجلد الناعم أو بنمط Matelassé الرائع، مما يضيف إليهما سحرًا خالدًا مع لمسة من الأناقة الحديثة.



FASHION NEWS

كتاب Raf Simons من دار النشر Assouline للنشر

أعلنت Dior ودار Assouline للنشر عن تعاونهما لإصدار كتاب Dior by Raf Simons الذي يجسّد رؤية المصمّم البلجيكيّ الإبداعية ويكشف عن مفهومه للموضة والأزياء الراقية من خلال صور لفساتين من تصميمه التقطها المصوّر Laziz Hamani. أمّا النصّ فهو كتابة صحافي الموضة المشهور Tim Blanks ويتناول فيه أسلوب Simons في مزج التراث والابتكار محتفياً بجوهر Dior بطريقة معاصرة. فاكشفي رحلة المصمّم الرائعة مع الدار في هذا الكتاب الاستثنائي.



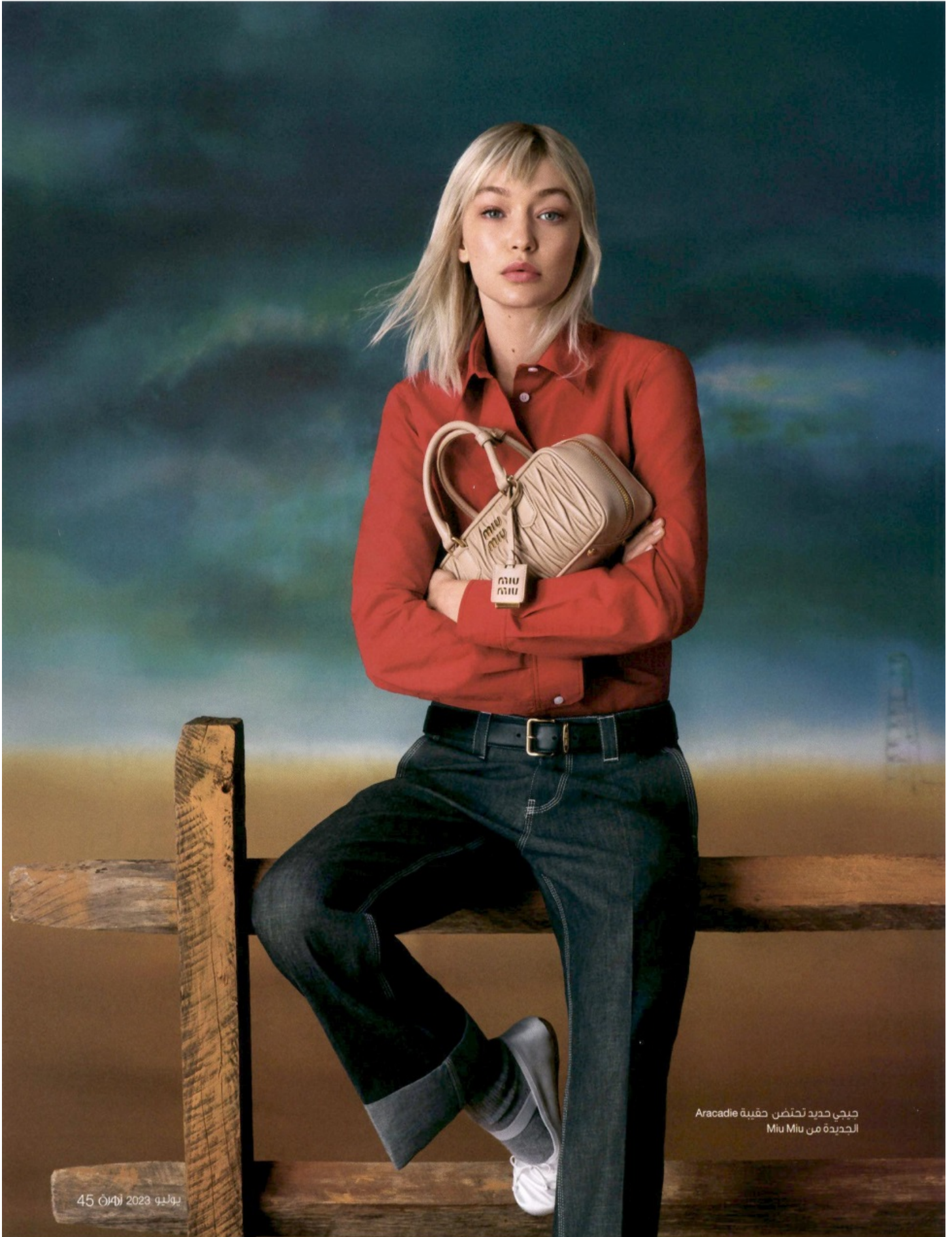
جيجي جديد: الموضة تُلهمني

اختارت Miu Miu عارضة الأزياء الشهيرة جيجي جديد للاحتفال بزخارف الماتلاسي (الجلد المبطن) وأهميتها الرمزية للدار، ضمن طرازين - حقيبة Wander التي اكتسبت مكانة أيقونية مسبقاً، وحقيبة Arcadie التي أطلقت لأول مرة - وذلك في صور تستكشف المناطق النائية الحديثة بين الواقع والسريرية التقطتها عدسة ستيفن ميزل. وأطلقت حقيبة Arcadie كأسطورة يونانية قديمة، لتعكس وجهة ومشهداً مثالياً شاعرياً من البهجة التي تغوص في أعماق الطبيعة.. في هذا الحوار، تتطرق جيجي جديد إلى علاقتها مع ميزل، وطريقة عملها كعارضة أزياء، وأشياء أخرى.



حقبة Aracadie الجديدة
من Miu Miu في حملة إعلانية
من بطولة جيجي حديد

42 شهر يوليو 2023



صبي جديد تحتضن حقيبة Aracadie
الجديدة من Miu Miu

يوليو 2023 | 45

وقد منحني الكثير من الثقة بموهبتي وقدراتي أثناء التصوير. أنا أحترمه كثيراً؛ لأنه يعرف بالضبط ما يريد. إنه فعال، لطيف، حيوي، ومضحك بلا جهد. تختلف كل علاقة عمل مع المصور. إنها مثل الرقص مع شخص ما. فإما أن تكون جيدة أو لا تجد إيقاعك.

• ماذا تعني لك الموضة، وما الدور الذي تلعبه في حياتك؟

- الموضة تلهمني، من خلال جوانبها الأكثر إبداعاً: الحملات، والمقالات التحريرية، والعروض، وتصميم المواقع، والتوجيه الإبداعي. في حياتي اليومية، لدي خزانة ملابس أساسية في الأغلب، لكنني أحب التعبير عن نفسي من خلال الإكسسوارات، والحقائب، والأحذية، والنظارات، وبالطبع أستمتع بإطلالات عروض الأزياء، والقطع المصممة للمناسبات الخاصة.

• كعارضة.. كيف تتعاملين مع طبيعة هذا العمل، وهل لك طريقتك الخاصة؟

- إنني آخذ وظيفتي من منظور احترافي وإبداعي للغاية. فالمطلوب مني إنجاز المهمة، وبيع المنتج، لكن يجب أن أفهم القصة التي جئت لأرويها أيضاً. أكثر ما أستمتع به هو الصداقات التي اكتسبتها من قضاء الوقت في مواقع التصوير؛ فأنا أحب مشاهدة الجميع، وأخذ جرفهم المختلفة؛ أعتقد أن العارضة الجيدة تحتاج إلى فهم كل ما يدور حولها أيضاً.

• إلى أي مدى تظهر شخصيتك في المقالات أو الحملات المتعلقة بالموضة؟

- يعتمد ذلك على اليوم والاتجاه الإبداعي المطلوب مني. أحياناً يريدون «جيجي»، وأحياناً يريدون شخصية أخرى. إذا كان بإمكانني أن أجد نفسي في شخصية، فسوف أقمصها. لكن إذا لم يكن الأمر كذلك، فإن عقلي يذهب إلى كل ما تلهمه القصة.

• كيف توازنين بين الشهرة والخصوصية؟

- يستغرق الأمر وقتاً، وأتعلم من التجربة والخطأ. لكن كوني أما فقد ساعدني هذا الأمر حقاً في الموازنة بين الأمرين، فحينما أكون في منزلي أركز بشكل كامل مع ابنتي، وفي العمل يكون وقتي للمهام والخبرات المرصية بالنسبة لي.

• ما الذي يعجبك في حمل حقائب «Miu Miu» بالحملة الدعائية؟

- أحب هذه الحقائب وأحمل حقيبتي الخاصة منها كثيراً، والمفضلة لدي هي الحقيبة الوردية. أثناء إطلاق هذه الحملة الجديدة، لفتت نظري الحقائب ذات اللوئين البيج الرملي والأبيض، إذ أشعر بأنني أستطيع حملها مع أشياء كثيرة. أحب أن تبدو الحقيبة بسيطة من بعيد، لكن مع وجود الكثير من التفاصيل والخصائص، فهي تأتي بألوان كثيرة، وبالطبع الجودة استثنائية. أشعر بأنه يمكن لكل النساء إيجاد طريقة؛ للتعبير عن أنفسهن من خلال هذه الحقائب.



حقيبة Wander من Miu Miu

• كيف تصفين تجربة العمل مع ميزل في هذه الحملة،

والعلاقة بين عارضة الأزياء والمصور؟

- أي وقت أفضيه أمام عدسة ستيفن هو رائع، لكن كان تصوير هذه الحملة والاحتفال بشراكة جديدة مع «Miu Miu» أمراً مميزاً. لقد كنت متحمسة جداً لفكرة التصوير، واستمتعت بتصميم موقع التصوير من قبل ماري هوارد، فهي وستيفن يصنعان معاً شيئاً ساحراً دائماً. وال«Set» المستندة إلى اللوحات جعلتها «SO Miuccia»! كان من الممتع السير في موقع التصوير، فقد جعلني أقمص هذه الشخصية. لقد علمني ستيفن الكثير لأن أكون عارضة أزياء.

| Corea Del Sud

Miu Miu

한 폭의 그림 같은 가방

미우미우가 마테라세 가족으로 완성한 완더와 아르카디 백의 새로운 캠페인을 공개했다. 커다란 눈망울로 앵글 너머 우리를 바라보는 지지 하디드가 현실과 예술 세계를 넘나드는 미우미우의 세계로 초대한다.



KOREA - STYLE H - MIUMIU - 01.07.23

미우미우가 현실과 초현실을 오가는 이미지를 통해 가족으로 섬세하게 주름을 잡은 마테라세Matelassé 스타일의 두 가지 백을 선보인다. 미우미우의 시그너처로 자리 잡은 '완더Wander' 백과 이번 시즌 새롭게 출시한 '아르카디Arcadie' 백이 그 주인공이다. 세계적인 사진작가 스티븐 마이젤Steven Meisel과 모델 지지 하디드Gigi Hadid가 함께 촬영한 이번 캠페인은 미국 아티스트 마거릿 킨Margaret Keane의 삶과 작품에서 영감을 받았다. 마거릿 킨은 어린아이를 피사체로 내면을 드러내는 눈을 과장되게 크게 그린 '빅 아이즈Big Eyes' 시리즈로 잘 알려진 화가다. 그녀의 작품을 수집했던 영화감독 팀 버튼Tim Burton은 2014년 마거릿 킨의 삶을 다룬 동명의 영화를 제작하기도 했다. 빅 아이즈 작품 속 독특한 붓터치는 가족에 자연스러운 질감과 깊이를 더하는 미우미우의 마테라세 기법을 연상시킨다. 마테라세는 가족을 다루는 전통 방식으로 현대적인 스타일에 맞는 가볍고 감각적인 결과물을 만들어냈다. 미우미우는 현대와 전통이 만난 마테라세의 상징적인 요소를 회화와 실사가 한데 어우러진 콘셉트의 캠페인 이미지로 연결했다.

지지 하디드와 함께한 광고 캠페인

스티븐 마이젤은 마거릿 킨의 작품에 담긴 미적 세계, 작가의 강인한 성격과 자유를 향한 그녀의 스토리를 재구성해 직접적인 초상과 인상적인 정물의 이미지 시리즈를 완성했다. 비현실적인 동시에 친밀한 분위기를 풍기는 초상화 시리즈에서 지지 하디드는 자기 자신, 그리고 자신의 페르소나를 모두 연기하며 큰 눈으로 카메라 너머를 바라본다. 찰나를 포착한 듯 간결한 시선 처리와 제스처로 분위기와 감정을 표현한 지지 하디드는 미우미우가 추구하는 특유의 태도를 잘 대변했다. 현실과 상상이 조화를 이루는 정물 시리즈를 통해 일상도 충분히 특별해질 수 있고, 평범함도 비범함에 이를 수 있음을 은유적으로 나타낸다.

마테라세로 제작한 두 가지 백

캠페인 속 진정한 주인공인 완더와 아르카디는 차분하게 툰 다운된 다양한 컬러 베リエ이션으로 사람스러운 면모를 드러낸다. '방황하다'는 뜻의 완더는 탐험과 발견, 호기심 같은 본능을 영감으로 미우미우의 정체성을 재탐구한 결과물이다. 부드러운 곡선의 보디와 핸들이 통합된 디자인으로 어깨에 편안하게 안착되는 탁월한 착용감을 선사한다. 고대 그리스의 신화 속 이상적인 목적지이자 자연 속 평화로운 풍경을 의미하는 아르카디는 가로로 긴 직사각형의 입체적인 사각 보디에 톱 핸들이 감각적으로 균형을 이룬다. 두 모델 모두 부드러운 마테라세 가죽으로 제작해 유행을 타지 않고 다양한 의상에 매치하기 좋다. ☺

문의 무역센터점 02-3467-8984(만)



1, 2 마거릿 킨의 '빅 아이즈' 작품에서 영감을 받아 완성한 미우미우의 새로운 광고 캠페인과 이번 시즌 새로운 디자인으로 출시된 아르카디 백, 3, 4 마테라세 가죽으로 제작한 완더 백과 새로운 광고 캠페인.



EYES ON ME

아티스트 마지릿 킴의
신비로운 작품 세계를 투영한
미우미우의
새로운 아르카디 백 캠페인
contributing editor KIM MI KANG



MIU MIU

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보는 이를 땀어울일 듯한 커다란 눈망울로 자신의 이야기를 들려주거나 혹은 우리의 이야기를 들어주고 싶은 듯 신비로운 분위기를 발산하는 소녀를 주로 그린 아티스트 마거릿 킨(Margaret Keane) 대화 없이도 눈으로 많은 것을 소통하고 미묘한 감정을 전달하는 우리이기에 마거릿 킨의 작품은 오랫동안 깊은 잔상을 남기는 힘을 지녔다. 1960년대 보수적인 사회 분위기 탓에 자신의 존재를 숨기고 남편의 이름으로 작품활동을 할 수밖에 없었던 작가의 기구한 사연은 훗날 화제를 모았고, 팀 버튼 감독이 이를 토대로 만든 영화 <빅 아이즈>를 세상에 내놓기도 했다. 그림자처럼 존재를 숨긴 채 오랫동안 억압당했기에 아이러니하게도 오히려 더욱 호소력 있는 작품을 남겼고, 보는 이의 시선을 붙드는 커다란 눈망울과 오묘한 색감, 품을 등장하는 섬세하면서도 과감한 붓질의 질감은 지금까지도 많은 사람들에게 회자되며 특별한 영감을 선사하고 있다.

이처럼 현실과 비현실을 오가듯 독창적이고 신비로운 마거릿 킨의 미감이 마우미우가 최근 새롭게 선보인 '아르카디(Arcadie)' 백과 캠페인과 고스란히 투영됐다. 고대 그리스 시대부터 평화롭고 행복이 가득한 낙원으로 묘사된 '아르카디아'에서 따 이름 붙인 아르카디 백은 하우스의 아이코닉한 마테리세 디테일을 가미한 디자인으로 새롭게 선보였고, 이를 위해 포토그래퍼 스티븐 마이엘과 모델 지지 하디드가 함께 마거릿 킨의 작품처럼 독특한 개성을 발하는 귀고 캠페인을 완성해냈다. 마거릿 킨에 대한 오마주라 할 수 있는 이번 캠페인은 한 시대를 풍미했던 여류 작가의 강력한 존재감과 자유분방한 예능지, 신비롭고 독창적인 스토리를 마치 붓질의 질감이 느껴지는 듯한 텍스처와 다채로운 색채가 돋보이는 배경으로 구현했고, 그 안에서 지지 하디드는 커다란 눈으로 우리를 응시한다. 평범하고 일상적인 듯하지만 어딘지 모르게 우연하고, 친밀하면서도 생경하게 느껴지는 특유의 이질성이 돋보이는 마우미우식 에티튜드는 아르카디 백에 자리 잡은 아이코닉한 마테리세 디테일의 복잡성에도 연결 고리를 갖는다. 험잡는 소녀 같지만 모든 것을 꿰뚫는 듯 애혹적인 눈빛을 보여준 지지 하디드의 모습은 컬러풀한 마우미우 룩, 아르카디 백과 완벽한 조화를 이루어 마치 마거릿 킨의 그림을 감상하는 듯 깊은 잔상을 남긴다. 부드럽게 송충하며 의외의 아름다움을 찾아주는 마우미우의 특별한 세계를 새 시즌 아르카디 백과 캠페인에서 확인할 수 있을 것이다.



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| Arabia Saudita

Elle (SA)

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PAESE :Arabia saudita

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ELLE

رادار

رمز جديد
من خلال دمجها الحقبة
العصرية مع التقاليد
الحرفية للحنوة، تختلج
Miu Miu بالمايلاسي
(matelassé) الرمزي في
تمطير: Wander الأيقوني
المعروف، و Arcadie الذي
ظهر حديثاً.



أساسيات جذابة...

الإطلاقات والأكسسوارات التي لا غنى
عنها لصيف حافل.

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MIU MIU BAG CAMPAIGN, GIGI HADID

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تحتفل Miu Miu برحلة المرأة
العصرية بمنحها الثقة والقوة
دون عناء من خلال حقيبة Wander
الأيقونية وحقيبة Arcadie
الحديثة الظهور.

المملكة الحديثة

إخراج إبداع وعارضة Maya Chantout تصوير Amanda Elise K

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حاكيت من جلد الغزال
من Miu Miu تنورة قصيرة
"ميني" كريب دو شين مع
لوغو من Miu Miu، حزمة
مطاطة بأصبع من جلد
نايا من Miu Miu، حقيبة
من Arcadie Marelassé
جلد نايا من Miu Miu

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حقيبة Arcadie من جلد
Miu Miu من نايا من

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جاكيت بنقشة مرتفات
أحادية الصدر من Miu
Miu. صدرية من القطن
المحبوك من Miu Miu.
بنورات من القطن من
Miu Miu. ثورة قصيرة
أمنية بنقشة مرتفات
من Miu Miu. حقيبة
من Wander Marelassé
Miu Miu من جلد نابا من

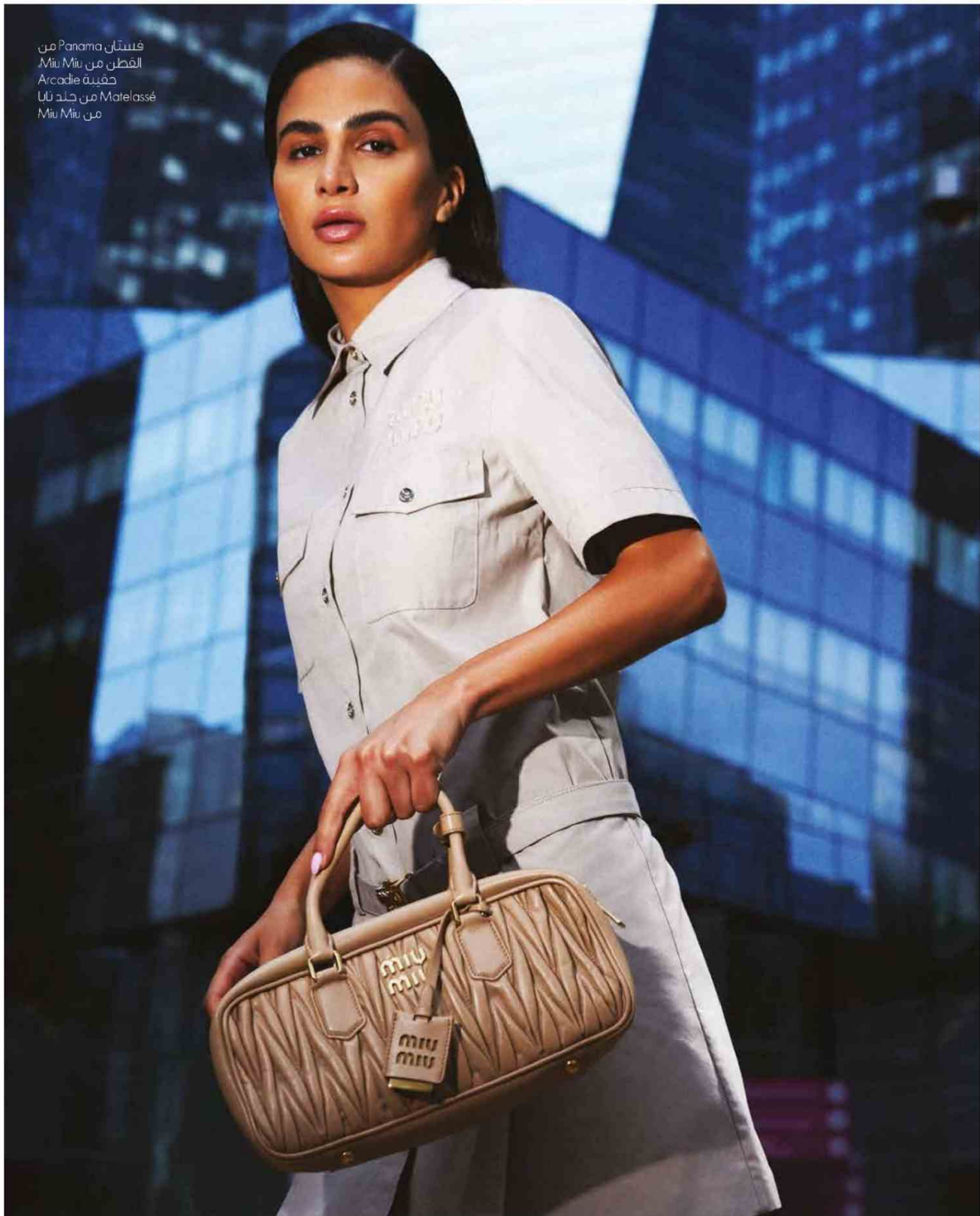
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صدرية قطانية مكيوكة
من Miu Miu، جاكيت
من Botavia أحادية الصدر
من Miu Miu شورت
من القطن من Miu Miu،
تنورة قصيرة Botavia
بطيئات من Miu Miu، حزامه
مطاطة بأصبع من جلد
نايا من Miu Miu، حقيبة
من Wander Matelassé
جلد نايا من Miu Miu

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فستان طويل من الحرير
من Miu Miu حقيبة
من Arcadie Matelassé
جلد ناي من Miu Miu

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Tutti i diritti riservati



Miu Miu's very

good year

Interview | CEO Benedetta Petruzzo tells

Silvia Sciorilli Borrelli about outpacing

Prada in her first wide-ranging interview

When Nicole Kidman sported a low-waist, micro-mini skirt and a matching bralette from Miu Miu on the cover of Vanity Fair last year, she sparked a volley of debate about “age-appropriate” dressing. The actress later defended her choice, saying she “begged” to wear the outfit. The incident encapsulates the essence of the 30-year-old brand and the vision of its founder and creative director Miuccia Prada.

“It’s an experimental brand . . . it addresses customers who are very confident in their individuality and accept their contradictions, we help them dress freely,” Benedetta Petruzzo, Miu Miu’s chief executive, says in an interview via Zoom from Los Angeles, where she is about to give birth to her first child.

“That mini skirt was absurdly short, but the Miu Miu women just don’t care,” continues Petruzzo. “The brand is the utmost expression of *la signora* Prada.

“She’s not just the creative director,

she’s the soul of the brand. Miu Miu is Miuccia Prada; it’s the space where she can be entirely herself.”

The 37-year-old Petruzzo joined the €4.2bn-revenue Prada group from Kering Eyewear’s US division, where she was the chief’s deputy, in 2020, only weeks before Italy became the first European country to go into full lockdown following the outbreak of the Covid pandemic.

She admits it wasn’t an easy start, but says the brand is now on the right track and while “Miu Miu is a revolutionary brand, I don’t really see any revolutions ahead”. In its half-year earnings last week, the group posted €1.97bn in retail sales, up 21 per cent year on year, with Miu Miu’s “remarkable performance” driving the result.

The brand’s sales were up 50 per cent over the period, outpacing the larger Prada’s 18 per cent increase. Japan led the group’s growth with sales up 49 per cent. Asia and Europe followed with sales up 25 per cent and 24 per cent,

respectively.

Luca Solca, a luxury industry analyst at Bernstein, says Miu Miu is particularly popular in China. This year, the brand featured 85-year-old Chinese actress Wu Yanshu among a group of Gen Z celebrities in its Women’s Tales, a series where female directors are invited to produce short films on the subjects of vanity and femininity in the 21st century. “Miu Miu isn’t a brand for young women; it’s an attitude,” explains Petruzzo. Wu’s involvement was a hit.

“The brand has recently doubled on its spending on China’s [social media platform] Little Red Book, and started selling bags via the hottest live streamer on the platform,” says Solca. The Shanghai-based app, known as Xiaohongshu in Chinese, appeals to European luxury labels as it has more than 200mn

monthly active users, mostly younger women on the lookout for trends and products that can be harder to find in the country.

Petruzzo says Miu Miu is betting on accessories as one of its catalysts for growth. The breakout success of its ballet flats, mini skirts and Wander bag made it the hottest brand in fashion search platform Lyst's 2022 annual rankings.

"Miu Miu handbags are attractively priced and popular in China, less so in the west, where Miu Miu seems yet to succeed in accessories," says Solca.

This summer Miu Miu launched the Arcadie bag, which starts at €1,950 and offers a fresh take on Miu Miu's flagship matelassé leather motif. Meanwhile, the brand's 2023 autumn/winter ready-to-wear line, featuring heavy coats and turtle-necks worn over colourful sparkly knickers has taken last year's miniskirt debate to new lengths.

Singers Rihanna and Olivia Rodrigo, and model sisters Bella and Gigi Hadid are often photographed in the brand, which is also loved by other designers. Dior's Kim Jones, for example, often wears Miu Miu for highly visible occasions such as runway shows and magazine shoots.

Petruzzo, who wore a Miu Miu blazer for her finance graduation at Milan's Bocconi University in 2009, and then went on to work for consultancy Bain & Company before joining Kering, does not have a creative education, but says she understands the brand's aesthetic and values. "I

don't think you can work in this industry without having some sort of creative awareness," she says.

The executive owes hers to her mother, a retired modern art history professor, who taught her that beauty is not objective but it is very much linked to emotions. "Modern art is the maximum expression of this idea, which essentially means something is beautiful because it triggers emotions though you may not understand it," Petruzzo explains.

It's an approach Miuccia Prada has applied to high fashion during the past three decades, inspiring the notion that "ugly-chic" is desirable.

The designer once explained that what is perceived as ugly to her has greater potential than what is defined as beautiful because it is a more truthful representation of reality. "The investigation of ugliness is, to me, more interesting than the bourgeois idea of beauty. And why? Because ugly is human. It touches the bad and the dirty side of people," she said in a 2013 interview with the Sunday Telegraph's Stella magazine.

Her pleated and pencil-shaped skirts; challenging palettes of brown, black and green; and ironic takes on bows, headbands, Mary Janes and other tropes of femininity are quintessentially Prada. With Miu Miu, however, she has gone even further by creating a ground for quirky exploration: from sheer nylon dresses in the 1990s to the preppy pleated miniskirts and strappy ballet flats of more recent seasons.

Petruzzo says that the brand has strived to create a community of people that goes beyond the clothes and accessories it sells. "It's an ode to freedom," she says. This resonates with her own progressive ethos, as well as Prada's, a self-defined leftist feminist. "I don't believe in being defined by other people's opinions, conditioning or tags, I never did," says Petruzzo.

As part of a turnaround initiated in 2017 to revive lacklustre profits and

sales, the Prada group cut back its wholesale network hoping to align prices between retail and ecommerce channels. Last year it increased prices across its brands. Analysts now expect the balance between average price and volumes to improve compared to last year, when price increases had a more significant impact on the group's earnings.

Petruzzo says she feels "lucky to have the two founders as my bosses and to work for a group which is also a family".

The Italian luxury group, which is in the process of completing a secondary listing in Milan, has also implemented a succession plan that will eventually see Lorenzo Bertelli, the eldest of Bertelli's and Prada's two children, take the helm. The fashion house, of which Miu Miu is the second-largest brand, after Prada, also owns the Church's and Car Shoe labels.

In December it appointed former Luxottica chief Andrea Guerra as successor to co-chief executives Bertelli and Prada. It also appointed Gianfranco D'Attis, the former boss of Dior US, as the first ever chief executive of Prada.

The younger Bertelli, 35, a former racing car driver who now heads the group's marketing and corporate social responsibility departments, is expected to take the helm within a few years. Some have criticised the lack of a clear timeline, but Petruzzo is not worried.

"Succession plans are hard," she says, "but I don't have any negative perceptions and it doesn't scare me."

'I don't believe in being defined by other people's opinions, conditioning or tags, I never did'



Above: Miuccia Prada in Paris, 2019

Inset left, from top: Miu Miu Arcadie matelassé nappa leather bag, €2,300, miumiu.com; Miu Miu Wander matelassé nappa leather mini hobo bag, €1,950, miumiu.com
Pascal Le Segretain/Getty Images; Zoë Ghertner



Below, from top: Miu Miu autumn/winter 2023; the micro-mini skirt and bralette set in the spring/summer 2022 collection — Getty Images



Main: Benedetta Petruzzo at home in LA, photographed for the FT by Kourtney Kyung Smith