

# MIU MIU

**Core concept:** Rebellious sophistication.

**Logo:** Separated / broken up and pieced back together - hinting at how the brand is striving for its pieces to be layered and mix matched to meld messiness and casualty with luxury, wealth and nonchalant sophistication.

**Colour palette:** Muted and subtly autumnal, collections featuring warm and cool tones in a symbiotic relationship, allowing his colour choices to enhance each other while also emphasising how this is a brand that goes against the grain.

**Store structure:** Very cold and minimalistic, perhaps a hint at how the muse of miu miu uses fashion to loosen strict rules around dress. Very cold, geometrical and sterile. Like an igloo.

**Packaging:** The packaging is mostly pink and feminine with bows and the utmost simplicity.

## Key words

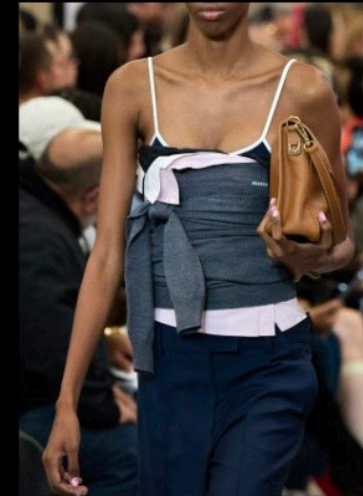
Nonchalant, school girl style, rebellious sophistication, disheveled luxury, careless fashion, RagTag, mix-match.

### Brand Mission

Miu Miu is the most unrestrained portrayal of Miuccia Prada's creativity. Intentionally far from traditional aesthetic imagery, the brand conveys the essence of an emancipated and conscious woman. Miu Miu's strength fluctuates between naïf spirit and iridescent subversion and it illustrates the most rebellious and seductive core of contemporary femininity.

### Overview

Miu Miu is mastering a new kind of luxury, one that is defined by nonchalance rather than polish. The brands aesthetic blends elements of the 80s ragtag era, so popularly incorporated into the styles of Alexandra Shulman and Jane Birkin, featuring intentionally messy layering particularly with traditional private school uniform codes. Frayed plaid skirts that look messily chopped, oversized knits and layering multiple thousand pound belts and blouses, all styled to look as though they've been thrown on in seconds. It is the styling and visual language of someone who can afford not to care.





### Key words

**Textural, textural mix, vintage glaze, 60's inspired models, (models) detached nonchalance, sun bleached brights, muted vibrance (as though for the era, it was too bright to print)**

**Textures:** MiuMiu uses and incorporates a minimum of three textures per look, ranging from suede to denim to fur to cashmere and so on. Part of how this brand's look of disheveled wealth works so well is because the layering looks unintentional and natural, like a dozen varying garments were grabbed in a rush out the door, uncaring whether these things work well together which of course they somehow do.

**Iconic silhouettes:** Size is a huge priority for Miu Miu in their AW campaigns, large, big bodied silhouettes circling the runway for this brand.

**Image direction:** While their clothing and runway looks don't necessarily inspire words such as retro or vintage, their styling and artistic choices within their campaigns and photoshoots definitely do hint at a very vintage and raw aesthetic (between the 60's to 80's) with the help of filters and editing techniques alongside even models stances.

Visual typography



Key words

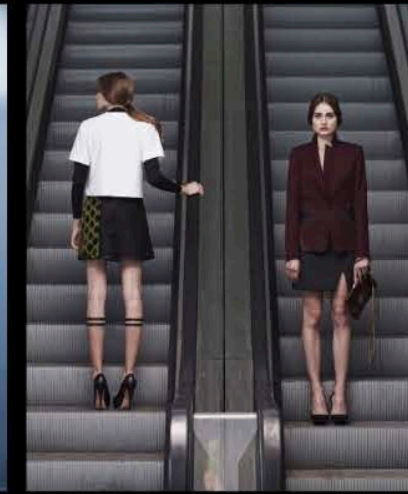
Candid, polished, free moving, angle range, city focused.

What kind of campaign: Outdoor, city based photoshoot. Subtle inspiration from Bottega's paparazzi photoshoot of pre-spring 24'.

Visual format: Candid, blurry in moments but in line with the rules of photography (while Miu Miu do go against the grain and stand out on their own, they get away with these disheveled layered looks because the photography is of such high level and polish.

MIU MIU

Set and Environment



Key words (outdoor)

Clumsy, busy, rushed, fast paced, disinterested, street, crossing.

(this girl was forced to acquire a job and abused her freedom upon her separation from her parents. Now she is tired and has lost the excitement she once had for being alone)

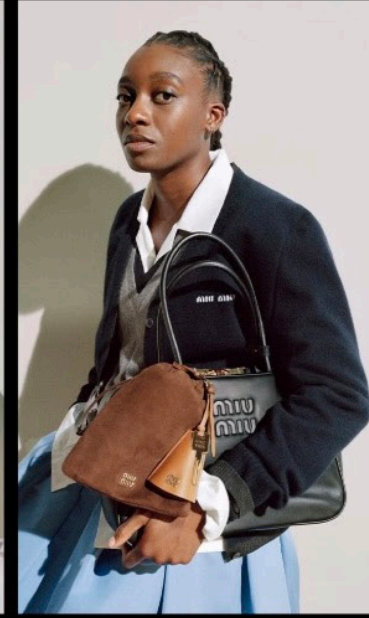
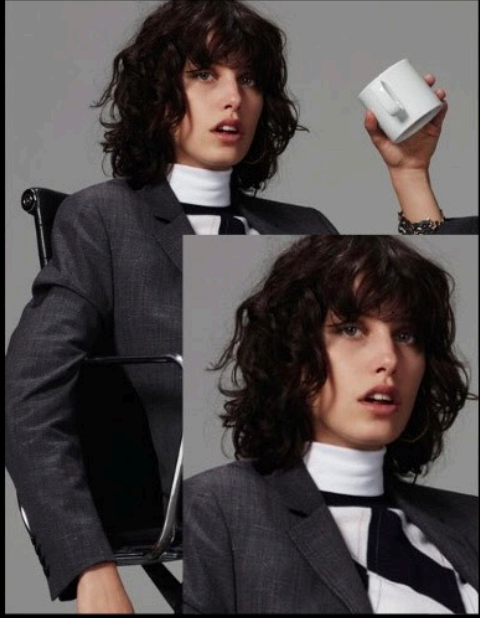
MIUMIUM

Key words (indoor)

Rebellious, bored, uninspired, stuck, patterned carpet, brown/yellow tint.

(Grey/yellow tinged 70's feel office, elevator and lift shots - incorporate vintage telephones, hairstyles and patterns.)

## Character and attitude



## Key words

Disheveled, spoiled, subordinate, confident, uncaring, nonchalant outlandishness (personality).

### Styling notes

Sleek chiselled women and men.  
Should be symbiotically sleek and messy women.  
Tall.  
Styling should be layered textural and full of different patterns.  
Lightning inside should be even, covering the whole room.  
Outside, the light can stream from one direct point but should cover evenly.  
Each image indoors should have a slight yellow tint.

An extremely wealthy girl.

Acquires a job at an accountants office in the 70's.

Due to her mother and father forcing her to.

She is a disturbed girl who has always struggled with pressures from her parents.

Living away from them in the city, she feels as though she can finally act out, rebel and let her mind explore creatively.

Cut her skirts short, wear 'men's' clothes, mix patterns, so on.

She is emancipated, completely free.

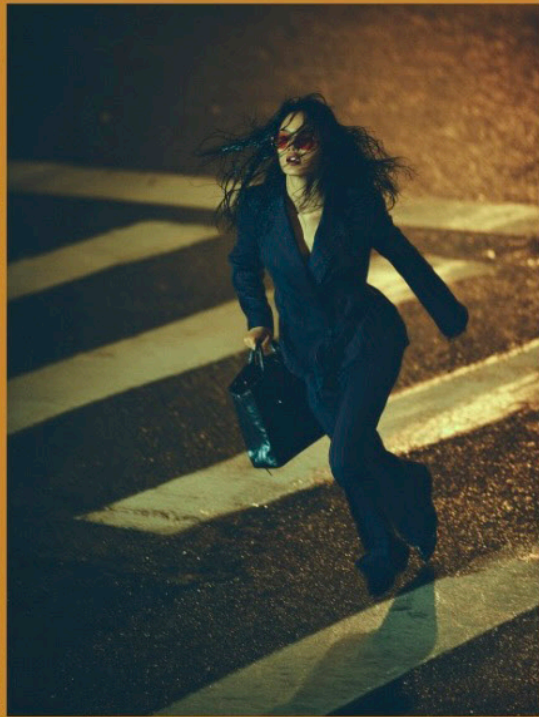
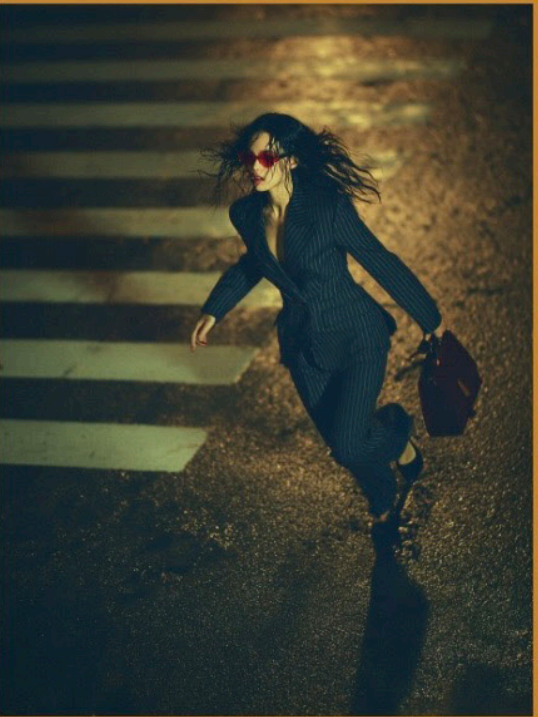
But, many moons later, stubborn as she may be to continue to fuel this self engineered persona, she tires.

Becoming bored of acting out she realises how dull her career truly is.

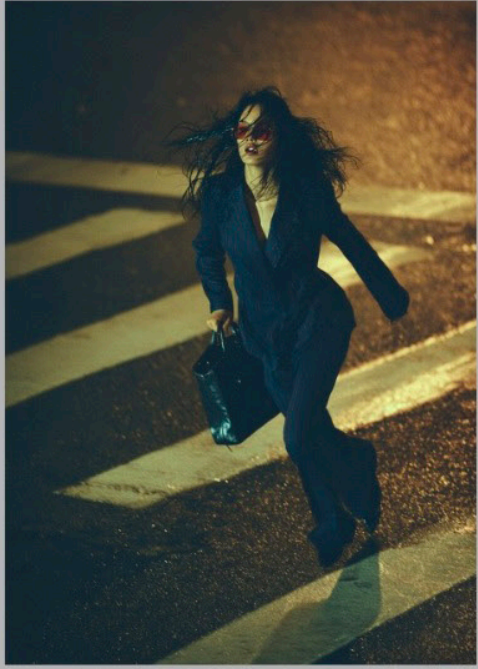
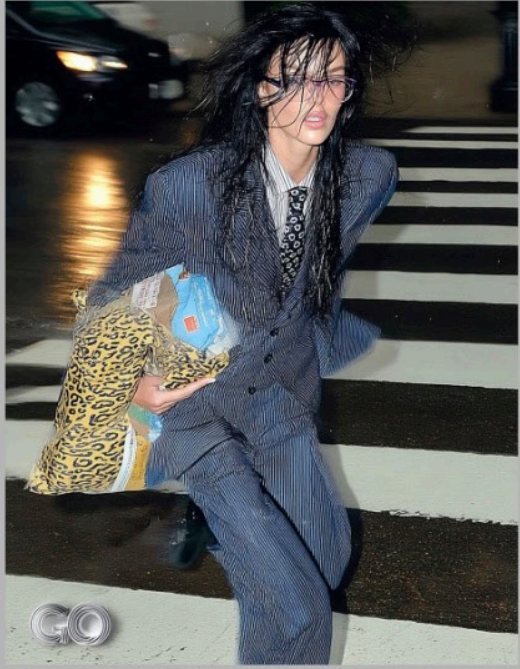
And loses all hope, effort and care.



*‘ This AW campaign follows the life of a woman grappling with emancipation from her parents and thriving at her office job of which she hates but strives to use as a platform to release her roots in creative rebellion.’*



Unedited shoot result x1.  
8 results total, linking to storyboard design concept 1.  
Unedited.



Unedited shoot result x2>  
8 results total, linking to storyboard design concept 2.  
Unedited.



Uncredited shoot result x3  
8 results total, linking to storyboard design concept 3.  
Uncredited.