



AUSTIN BUTLER JOINS BREITLING AS BRAND AMBASSADOR

Hollywood star Austin Butler has joined Swiss watchmaker Breitling as the face of its latest Top Time B31 campaign. Known for *Elvis* and *Dune*, Butler brings his signature cool to the vintage-inspired collection, calling the watch “free and ready to rock and roll.” The new 38mm model—four years in the making—features a unique movement with a free-sprung balance wheel and a skeletonised oscillating weight. Styled in leather and denim, whether straddling a motorcycle or cradling a guitar, Butler channels pure retro rebellion—perfectly complementing Breitling’s bold new release.

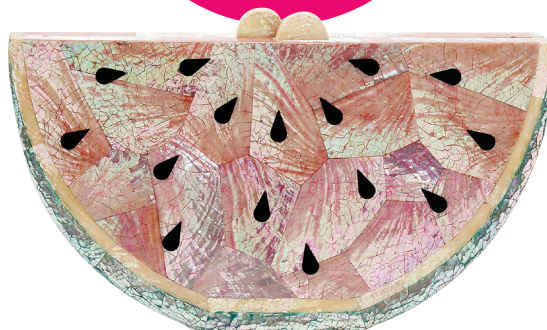


HOT PICK!

Shoes by Aquazzura
www.aquazzura.com

QUIRKY BUY

Bag by
Emm Kuo
www.ekrdesigns.com



May

THIS MONTH'S HOT STYLE NEWS



Gigi Hadid Stars in Miu Miu's Latest Campaign

Gigi Hadid returns as the face of Miu Miu's 2025 leather goods campaign, photographed by the iconic Steven Meisel and styled by Lotta Volkova. This season, the visuals take a painterly turn, digitally altered to resemble 20th-century portraiture, complete with brushstroke textures that blur the line between photography and fine art. Hadid poses with Miu Miu's coveted matelassé Wander and Arcadie bags in rich suede hues—chocolate, mustard, pistachio, and fuchsia—infusing the campaign with a nostalgic, museum-worthy aesthetic.



H&M Celebrates Dreamy Magda Butrym Collaboration in a Glamorous Affair

H&M toasted its romantic new collaboration with Polish designer Magda Butrym through a lavish, flower-drenched celebration inside a historic Brooklyn bank. The dreamy evening featured champagne towers, operatic performances, and star guests including Chloë Sevigny and Irina Shayk, all donning floral looks to match the mood. With Butrym's signature elegance infused into every detail, the event felt more like a cinematic escape than a fashion launch—perfectly setting the tone for the collection's release April 2025.



TIFFANY & CO. UNVEILS NEW HARDWEAR CAMPAIGN STARRING MIKEY MADISON

Fresh from her Oscar win and *Saturday Night Live* hosting debut, Mikey Madison stars in Tiffany & Co.'s striking new HardWear campaign, celebrating love's transformative strength. Directed by Harley Weir, the campaign features bold, sculptural jewelry and a series of short films in which Madison reflects on inner resilience—“I think of things that seem fragile, but aren't.” Adorned in diamond-studded gold, she is joined by Greta Lee and Anna Weyant, bringing powerful personal stories to life in a campaign that is as fierce as it is elegant.