

miu miu

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Fashion
Communication 314

HISTORY

- Created in 1993 by **Miuccia Prada**
- Miu Miu is the sister label to Prada
- Miu Miu is a workshop of new design expressions that play with the kaleidoscopic nature of fashion.
- Targets consumers primarily in the age group of 18 to 35, capturing the attention of young, fashion-forward individuals.
- Experimentation is the expressive playground for spontaneous creativity.



Miu Miu's Spring 2023 collection



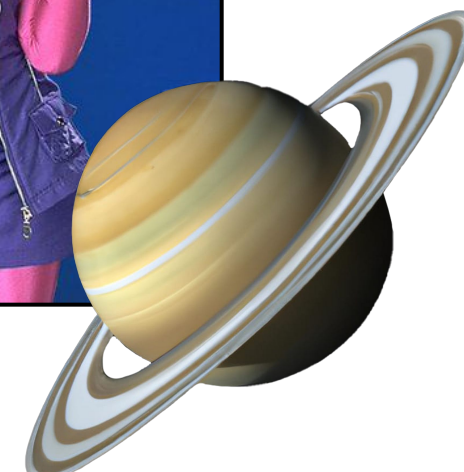
CONCEPT

Title: Miu Miu: It Girl of the 21st Century

Channel: Billboards presented in the fashion capitals

Concept:

With Miu Miu's eccentric line, the plot of the photoshoots is to convey a wave of nostalgia in the viewer. Each photoshoot will tell the story of girls in the early 2000s. The girls are planning to throw a party while their parents are not home. Each photograph will highlight how many individuals are chronically online in this new digital media age.



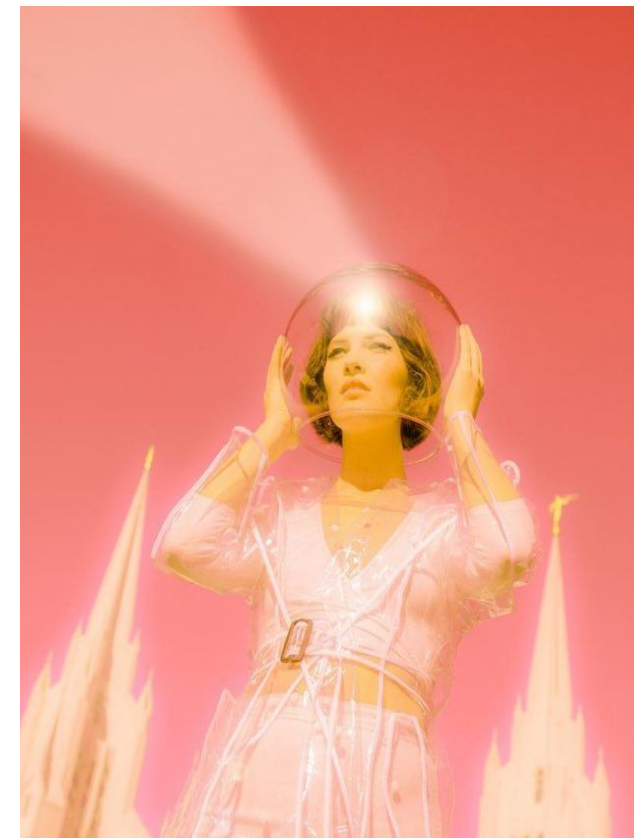
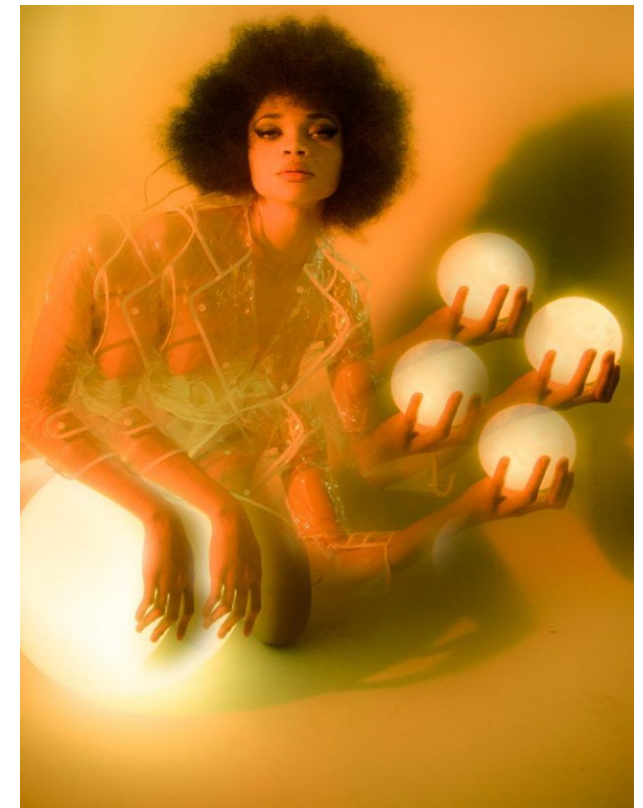
PHOTOGRAPHER/ ART DIRECTOR



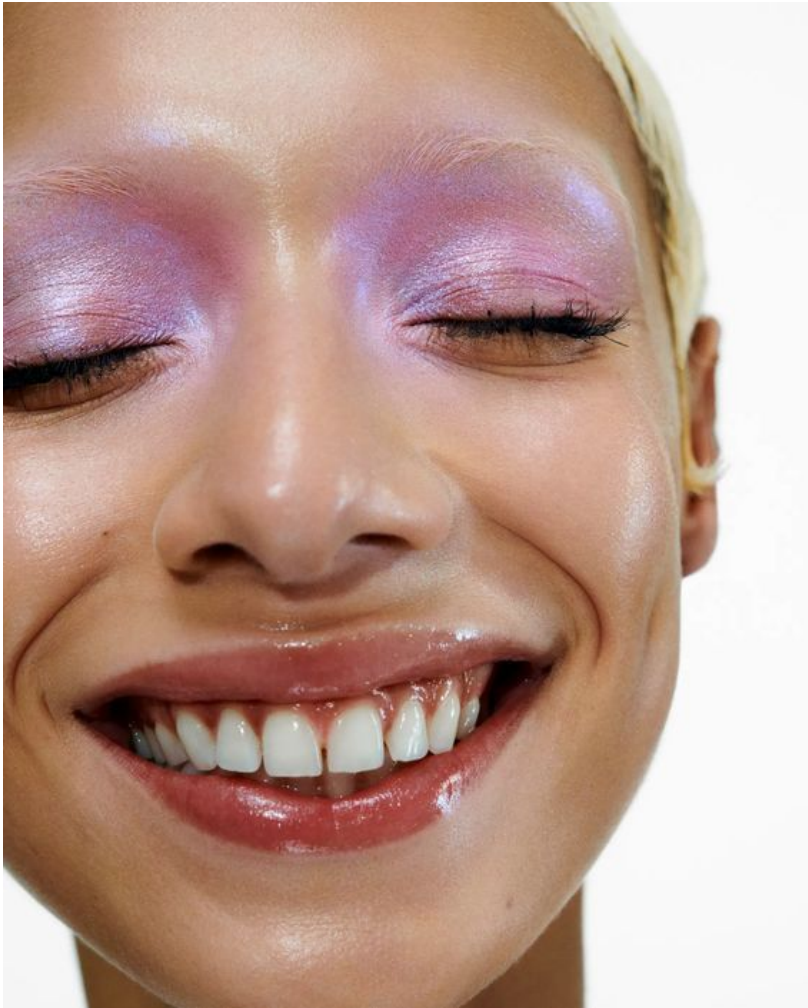
Dana Trippe

Creates Nostalgic and psychedelic works

WORKS



STYLE



POSES

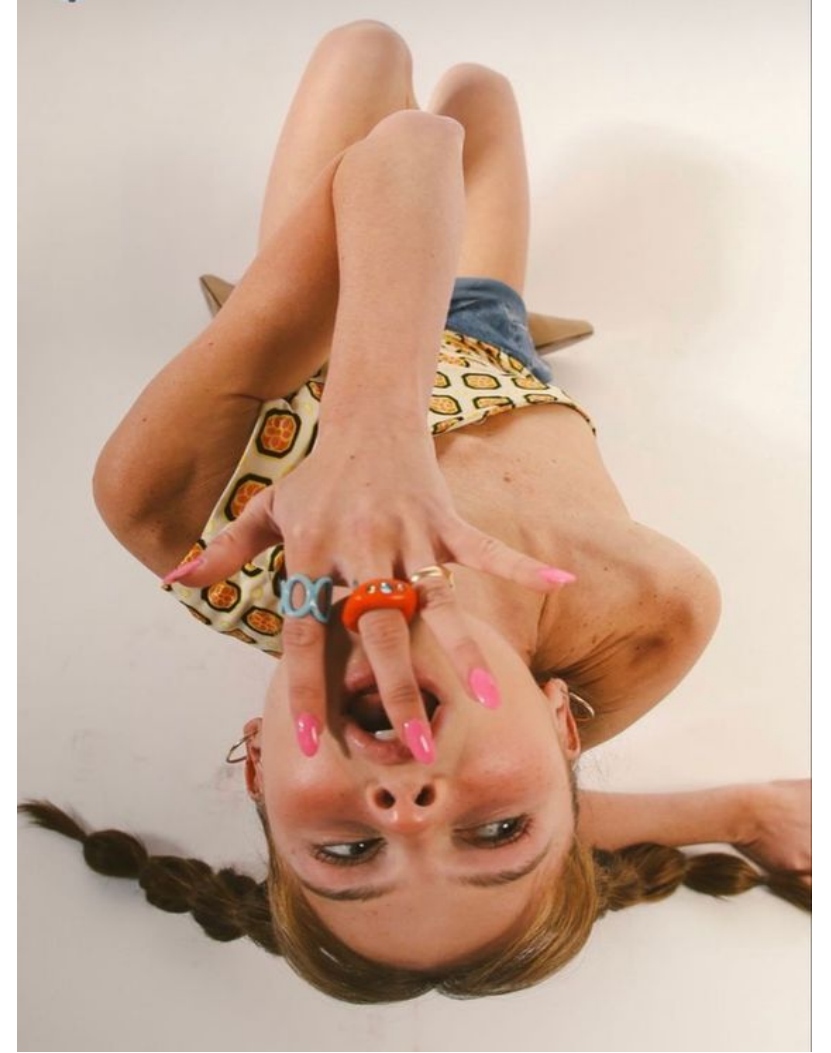
1



2



3

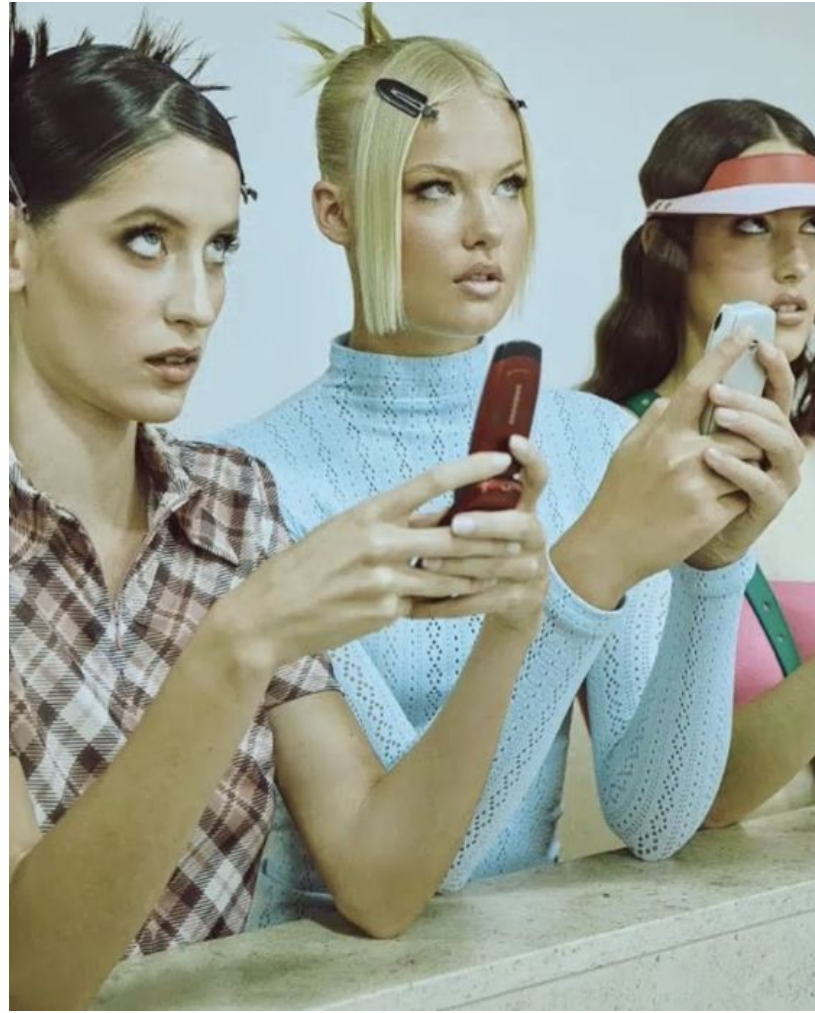


POSES

4



5



6



MODELS



Taylor Russell

Height: 5'3
Chest: 34 in
Waist: 25 in
Shoe: 7.5 (US) or 38 (EU)
Hair : Dark Brown
Eyes: Dark Brown



Bella Hadid

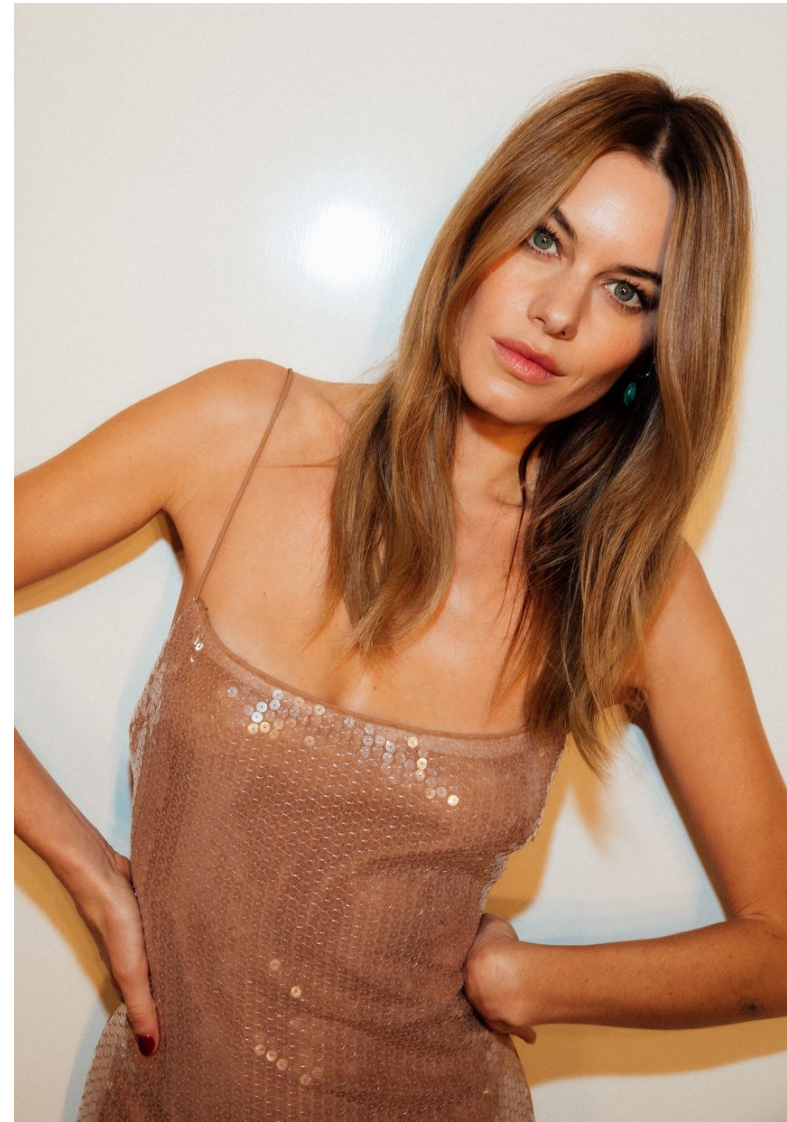
Height: 5'9
Chest: 33in
Waist: 24 in
Shoe:8.5 (US) or 39.5 (EU)
Hair: Dark Brown
Eyes: Green

MODELS



Sherry Shi

Height: 5'11
Chest: 31 in
Waist: 24 in
Shoe: 9.5 (US) or 40.5 (EU)
Hair : Black
Eyes: Dark Brown



Camille Rowe

Height: 5'7
Chest: 33 in
Waist: 23 in
Shoe: 7 (US) or 37 (EU)
Hair: Blonde
Eyes: Green, Blue

LOCATION



Milan -Indoors

Bedroom + Living Room

NOSTALGIA

ECCENTRIC

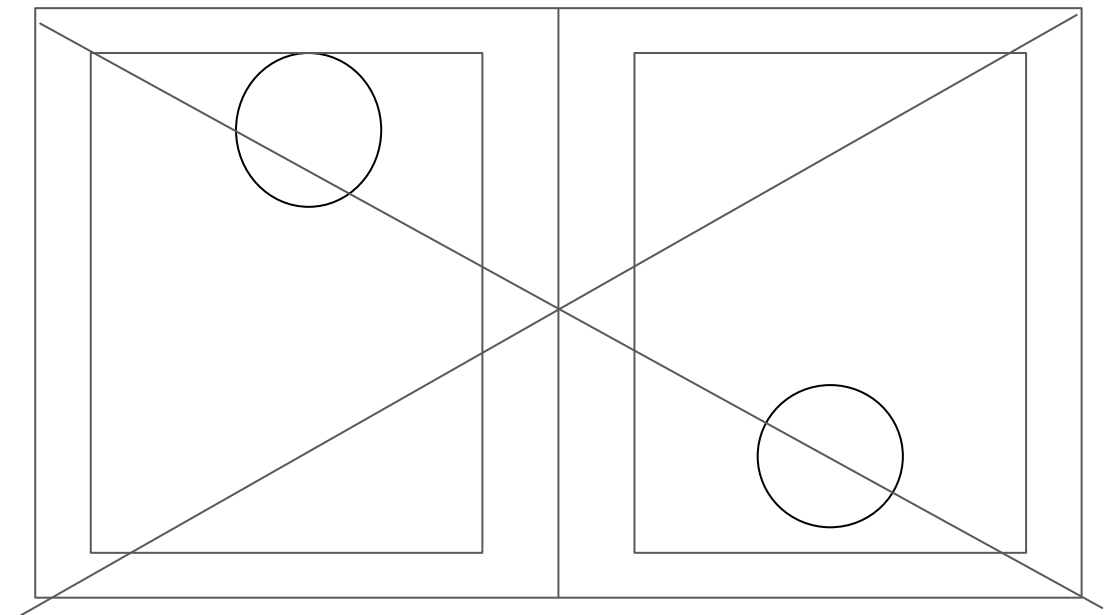
GIRLHOOD

EXPRESSIVE



1. BEDROOM

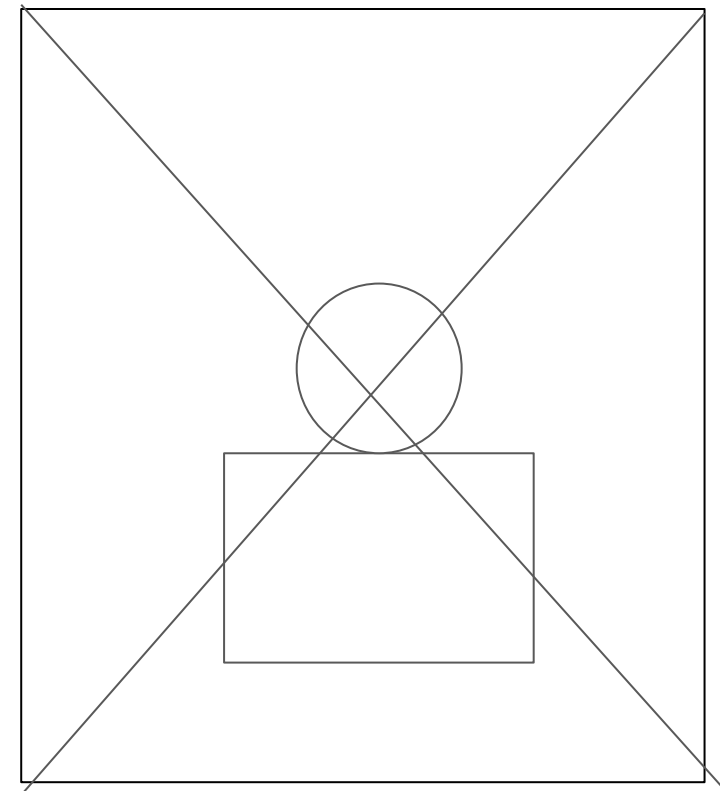
Two models wearing Nylon Mesh in lilac and lime



Notes: – full body, both are holding telephone while laying on bed. Both models will have the same hair style, depicting a reflection of one another.

2. LIVING ROOM

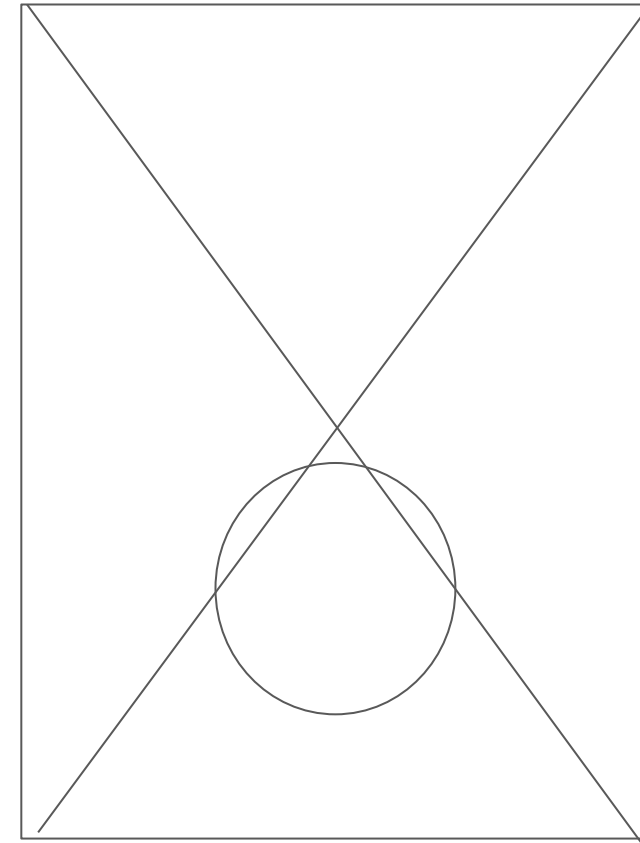
A model wearing Embroidered tulle top in Lime and skirt in Citrous



Notes: The model sits on top of TV. The TV will be “on” and have the “news channel” on.

3. BEDROOM

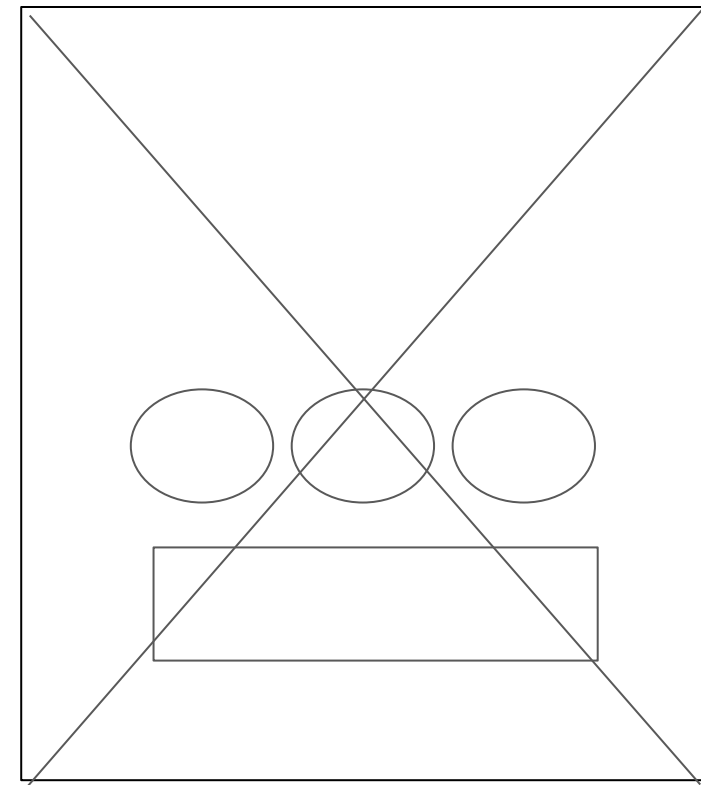
A model wearing Wool sweater in Navy and Radzimir peplum belt.



Notes: The model will be laying down with their head closer to the camera. Similar to pose #3. In the background, there will be paper to resemble “homework”

4. LIVING ROOM

Three models wearing Double-breasted velour jacket and Marbleized denim mini skirt in Beige/Black



Notes: Three models wearing the same outfit. Each will hold phones up like pose #5 and sit on the couch.

SOURCES

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<https://thebrandhopper.com/2023/06/15/marketing-strategies-marketing-mix-and-stp-of-miu-miu/>

THANK

YOU