



# Miu Miu Spring/Summer 2021

ESTHER LYSANDRA M

# history of miu miu

- Upper left: Miuccia Prada
- Upper Middle : Drew Barymore
- Upper right : Kate Moss in 1995 at NYFW
- Lower left : Via della Spiga, Milan
- Lower Middle : Madonna in 2004
- Lower right :Maggie Gyllenhaal in Miu Miu's ad campaign in 2004 with a retro pin-up theme

**miu miu**



# More of miu miu

- Upper and lower left : Lou Doillon, Evan Rachel Wood, and Selma Blair as a triumvirate of stylish gamines.
- Upper left : Kirsten Dunst for Miu Miu's 2007 Campaign
- Lower right : French songstress Vanessa Paradis as a representative of Miu Miu's another side
- Upper and under middle : Miu Miu 2010 Fall Winter Runway (interpretation of Youthful look)



# More of miu miu

- Upper left : Hailee Steinfeld in Miu Miu's 2011 Campaign
- Upper Right : Lindsay Lohan for Miu Miu's 2007 Campaign
- Retro inspired sunglasses
- Introduced first GIF image for campaign 2012
- launched its first fragrance in 2015



# polarity

a combination between evening and sports wear in a retro look







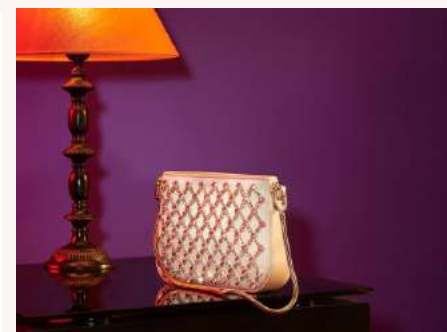
CHLOE is trying to get her grip because right now

miu.com



KILBEY is trying to get her grip because right now

miu.com

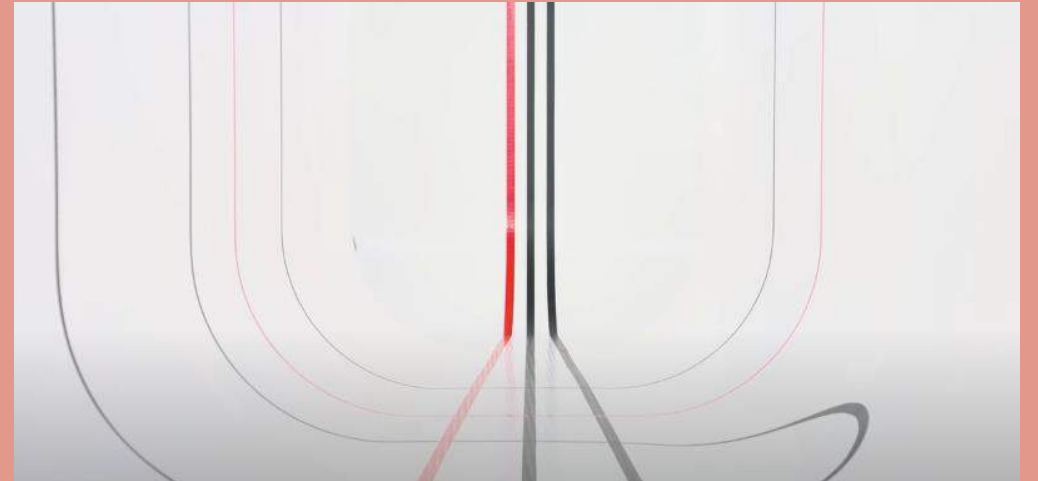
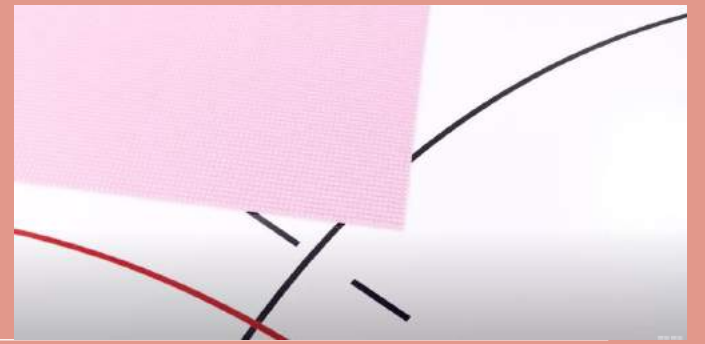


Ss'21 Campaign

# Window display

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# Inspiration / references





NEW COMFORT AUTHENTIC LANE TAPPA  
LEATHER SHOULDER  
€180



ARMANDO TESTA SHOES  
AUTHENTIC, BUCKLE  
€120



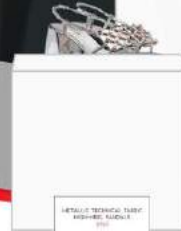
NEW SAFETY DANCE SHOES  
AUTHENTIC, BUCKLE  
€120



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NEW COMFORT AUTHENTIC LANE TAPPA  
LEATHER SHOULDER  
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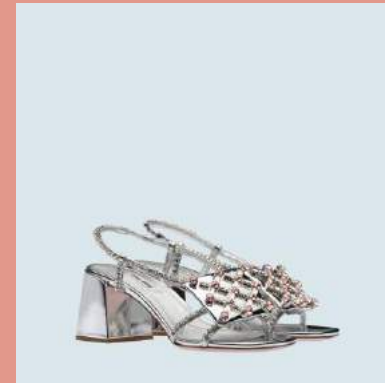
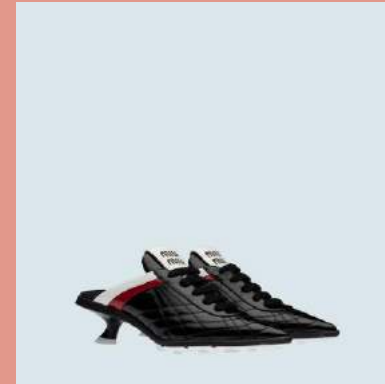


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AUTHENTIC, BUCKLE  
€120

# Displayed looks



# Wall display

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# Inspiration / references

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# Looks on the display



# Looks on the display

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# Bags and shoes

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# accessories

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