



press release

#MiuMe

#MiuMe invites a diverse cross-section of people from around the world – notable figures from the realms of sport, art, dance and fashion, as well as Miu Miu fans responding to a call-out on Instagram – to use their mobile phones to film themselves in their environment. Each participant will go through her wardrobe, wearing new or rediscovering forgotten pieces by Miu Miu, and all are free to present themselves in any manner they wish before the camera, elevating the selfie to a statement about identity and their particular sense of self.

Each video will present the spectacle of someone we admire spending time in their own company, a playful conversation with the self for all the world to see. We watch as she reflects on the image of herself as it appears on the screen of her phone and responds to it, an instance of the female gaze trained upon the self, framed within the context of the contemporary femininity proposed by Miu Miu in the clothes she wears, and charged with the knowledge that this moment of solitary contemplation will go on to be shared with the Miu Miu audience.

From the subjects' homes around the world, these FaceTime moving-image self-portraits will be collated and curated for the first stage of this ongoing project.

#MiuMe further develops the themes of proximity and intimacy between photographer and subject that are central to CLOSE, offering a candid insight into each subject's relationship with themselves – the closest and most personal perspective of all.

For further information:

Miu Miu Press Office

Tel +39 02 3498121

E-mail: pressoffice@miumiu.com