



press release

Upcycled by Miu Miu

In continuing pursuit of sustainable ideologies and giving new life to pre-owned and pre-loved clothing, the **Upcycled by Miu Miu** initiative continues with a limited edition of leather jackets, specially created and shown on the runway for the Fall/Winter 2022 season. No more than 50 jackets will ever be produced. Each has been carefully sourced from vintage markets across the world, then re-worked – re-fashioned – by Miu Miu and finished in the atelier by hand.

Embodying the paradox at the heart of Miu Miu, the iconic silhouette of this garment, which has long been associated with predominantly male subculture and rebel youth, is embellished with feminine, Twenties-inspired collars in contrasting materials. Equally expressive of the Miu Miu name, and rooted in the tropes of the womenswear wardrobe, is the apparently contradictory presence of stylized flowers, precious crystal, python-print leather and satin ribbon trim.

The accompanying campaign plays on our preconceptions of the masculine perfecto still further. Shot accompanied by shiny vintage motorcycles, gleaming metal and inky rubber, in an anonymous urban subway, it stars actors and model Ever Anderson, Esther McGregor and Mame Bineta Sane. Where are these characters headed? And what will they do once they get there?

MIU MIU

Upcycled by Miu Miu leather jackets not only tell the story of the person – or people – who once wore them but also offer the possibility of new stories, present and future, once purchased and worn anew.

#UpcycledbyMiuMiu

Talent: Ever Anderson, Esther Mcgregor, Mame Bineta Sane

Art direction: Lina Kutsovskaya/Be Good Studios

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