



press release

Miu Miu LIVE!
MIU MIU FALL WINTER 2023 CAMPAIGN

In the here and now. Future perfect. The campaign for the Fall/Winter 2023 collection - Miu Miu Live! - occupies a place between real time and time to come, between transient, democratic spaces in shades of grey - an airport? a TV studio? - and the notion of movement everywhere and nowhere. The characters who inhabit this world are both outward- and inward-looking.

Their performance is immediate - Live! - one moment, then self-absorbed, even remote, the next. A studied disorientation occurs - the familiar is disrupted.

That same disruption is implicit in their wardrobe. Elegant twinsets, knee-length pencil skirts and oversized tailoring in dry, heavyweight wools cover the body - and uncover it.

The normally hidden - the waistbands of stockings, signature panties worn without skirts and delicate petticoats - is revealed. Spontaneity, languor and ease is veiled physically, in clothing, and emotionally by a sense of mystery, of human beings, self-absorbed and peaceful in isolation, moving from avatar abstraction to intimacy, from foreground to background, open but never giving too much away. The universally recognised - the sincere - is subverted, looked at in a different way.

A multi-disciplinary cast includes singer-songwriter, Ethel Cain, actors Emma Corrin, Mia Goth and Zhao Jinmai, models Amelia Gray Hamlin and Annabelle Weatherly and model and LGBTQ+ advocate, Zaya Wade.

Photography: Zoë Chertner

Casting talent: Ethel Cain, Emma Corrin, Mia Goth, Amelia Gray Hamlin, Zhao Jinmai, Zaya Wade, Annabelle Weatherly

Creative Direction: Edward Quarmby

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