

Miu Miu L'Eté 2025 Campaign

A natural beauty, an emancipated spirit, a fresh reimagining of an archetypal summer wardrobe. The 2025 Miu Miu L'Eté Collection and Campaign moves outside. Located in a verdant space, both tranquil and energising, endless summer days and balmy evenings are enjoyed in quiet contemplation, furnished with long-loved antiques, drawn from an eclectic interior. A holiday refuge, a home away from home.

Photographed by the award-winning artist Siân Davey, here she turns her hand to fashion for the first time. A diverse cast of characters, including Canadian actress Callina Liang and American actress and model Diana Silvers, is instilled with an intimacy and understanding that is at once quietly revealing and subtly provocative.

Childhood dress codes are reimagined with simple cottons, bold colours - pink, red and periwinkle - and playful details. Signature fabrics return - cotton poplin, piquet, check in different material, knit and leather - shaping silhouettes from classic to sporty, dressed to undressed. Aviator jackets and tennis skirts, blousons and panties, sundresses and polos and tailored ensembles in uniform greys are mixed and matched, individualized by their wearer and styled with an irreverent touch: knitted bustier tops or knotted bandana-print scarves worn over sweaters and shirts; belts, heavily embellished, layered over underwear and with fingerless gloves; abbreviated bra tops and full, knee-length skirts paired with knee-high footless socks.

Continuing the dialogue begun on the Spring-Summer 2025 runway in Paris, the collection continues the conversation with Petit Bateau, specialists in exquisitely crafted underwear since 1893. A tank top, boatneck t-shirt and briefs are all available exclusively to Miu Miu in ultra-soft, striped cotton jersey in dedicated co-branded packaging.

Accessories are similarly light-hearted. Shiny, block-heeled mary janes have a girlish charm. Sneakers with mismatched laces and clogs with authentic wooden heels are soft and eased. The Wander and Beau bags are reiterated in woven leather, the Aventure in natural suede, backpacks, reminiscent of school journeys, in primary-coloured canvas and black and brown leather. Suede crochet appears alongside striped branded beach bags and the preppy Ivy, striped again or in lightweight raffia. Jewellery is inspired by flora and fauna and bag tricks add a finishing personalized touch. Eyewear is oversized, referencing a classic aviator. A leafy garden, dappled sunlight, a breath of fresh air. The familiar is recontextualised to create something new.

Photography: Siân Davey

Campaign Art Direction: Edward Quarmby

Styling: Lotta Volkova

Cast: Song Ah, Sam Davis, Sanique Dill, Eli Langer, Callina Liang, Yura Romaniuk, Diana Silvers, Caitlin Soetendal

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