

**MIU MIU FALL/WINTER 2025 CAMPAIGN****FEMININITIES**

An expression of individuality. An exploration of femininity that transcends preconceived notions of gender and women's dress. Musician Towa Bird, actress and singer Lou Doillon, actress and model Rila Fukushima, actress Myha'la, founder and entrepreneur Kylie Jenner, artist and model Yura Romaniuk and rapper Cortisa Star take the lead in the Miu Miu Fall/Winter 2025 campaign, a powerful, multi-disciplinary cast united in its strength of character. Photographed against a backdrop of moiré silk in a delicately conceived color palette, the focus is on the power of the portrait and on a wardrobe that is as elegant as it is enriching, as respectful of the language of fashion as it is of the body within.

Curves transform everything from the quintessentially womanly to the fundamentally masculine. Bras shape the torso, underwear is referenced in pointelle knits, satin dresses and bias-cut skirts. Mens- and sportswear-inspired tailoring in soft felted wools stand away from the body, masking and unmasking the wearer. Wardrobe archetypes are reiterated with a fresh perspective. Soft pastels shimmer across clean-cut garments: the simple becomes ethereal. Straight-leg trousers, mid-length skirts and understated sweaters embody the essence of the feminine, redefined. Lurex sparkles, inside and out. Unlikely fabrications and audacious print and colour surprise. Traditional checks are re-imagined in bright shades; a classic silhouette comes to life in mustard yellow, true red, forest green and purple. Overt displays of sexuality are subverted to become more quietly suggestive. Soft textures, sensitive structure and a luxe athleticism evoke the modern woman in all her complexity, and marked by confidence, attitude and a free spirit.

An archival bourgeois mood is renewed. A minimal starting point is enhanced by sophisticated detail and gesture that are at once timelessly elegant and subtly suggestive of other eras. Cloche hats frame faces, brooches and stoles elevate the everyday. Pointed-toe pumps, new season sneakers and shapely knee-high boots appear alongside the iconic Aventure and new seasonal bags.

In a series of images beauty is amplified, singularity is celebrated, individuality is upheld.

**CREDITS:**

Creative Director: Miuccia Prada

Photography: Lengua

Styling: Lotta Volkova

Cast: Towa Bird, Lou Doillon, Rila Fukushima, Myha'la, Kylie Jenner, Yura Romaniuk and Cortisa Star