

MIU MIU HOLIDAY CAMPAIGN 2025

Miu Miu launches its 2025 holiday campaign, shot by Angela Hill and featuring Gigi Hadid, Dede Mansro, Viola Sharp and Ju Xiaowen. A cast of characters, they are seen gathering for the holiday season at an Elizabethan manor house in the British countryside. They encounter a place that feels new in their eyes, but that is layered with centuries of history and remembrance.

Captured on a Super 8 camera and photographed on film, the campaign upholds an authentic and tactile aesthetic. Ancient brick work and scarred stones evoke a marked and emotionally resonant contrast between the antique, in places ruined, splendor of the surroundings and the youth and pristine beauty of those who inhabit it. Here is a family mansion, revealed in its purest form, one that exists as a permanent expression of the majesty of time passing.

The contrasts that lie at the core of the Miu Miu name are integral: the effortless elegance and high spirits of the young women interacting are set against the stately grandeur of a monolithic stone fireplace: their attitude is as strikingly at odds with this backdrop as it is natural and spontaneous. A discreet sparkle lifts looks created for the festive season: crumpled and embroidered duchesse satin in soft shades, patchworked shearling, glitter and sequin embellished knits, liquid bias-cut satins, lingerie-inspired stretch georgette and ultra-feminine prints.

Signature moccasins, loafers, slippers and ballerinas are contrasted with knee-high stretch leather designs first seen on the Fall-Winter runway, ultra-flat sneakers and pointed-toe, grosgrain trimmed pumps with a high or kitten heel. Bags include the iconic Wander, Arcadie, Pocket, Beau, Solitaire and the backpack in classic colors and - for the holidays - seasonal red.

CREDITS:

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