



MIU MIU 2026 LEATHERGOODS CAMPAIGN

A dynamic and youthful idealism characterizes the new Miu Miu leathergoods campaign. Photographed by Steven Meisel, with model Gigi Hadid, taking the lead, the narrative sees a bold and emancipated character moving into a quintessentially bourgeois apartment and making it her own, transforming a conventional environment into a powerfully creative and vital space.

Hadid is gamine in appearance; her posture, gesture and gaze run the gamut from laissez-faire to playfully confrontational, from quiet introspection to arresting interaction. Her elegance, individuality and confidence shine all-the-more brightly in a place which is otherwise staid, staged with furniture and in a colour palette that is neutral and, perhaps, from an era other than her own.

The Arcadie and Wander bags, as always, also have starring roles, in emblematic, matelassé leather, Miu Miu's most recognisable signature and an enduring symbol of the brand's innovative technique and rarefied craft. Both are in a palette at once chiming and wilfully clashing with the surroundings, in pop colors as well as more muted and sophisticated tones. With their eased, quilted bodies and silhouette that is not only aesthetically impactful but also compliant to the body of the wearer, these by now beloved designs are the perfect accompaniment to both wardrobe and ambience.

The result is a controlled, graphic world, where above all beauty and the power of personality are prized.

Creative Director: Miuccia Prada
Art Direction: Christopher Simmonds
Photographer: Steven Meisel
Director: Jordan Hemingway
Styling: Lotta Volkova
Cast: Gigi Hadid