



MIU MIU L'ETE' 2026 CAMPAIGN

Sunshine and the colour blue permeate water, sky and horizon, softening edges, until distinctions dissolve.

The Miu Miu 2026 l'Été collection and campaign, photographed by Jeano Edwards, and worn by Sateen Besson, Liu Haocun, Lena Mantler and Lisa Mantler, is an exploration of diurnal light, as long, lazy, summer days become one, in an endless seascape filled with gentle optimism and hope for the future.

An eased and informal wardrobe evokes a quietly joyful mood: moments of peace are captured in a discreetly romantic world. Cotton poplin and chambray shirting and canvas chinos – trousers and shorts – in a spectrum from French navy to cerulean, white to sand, are layered under logo-detailed blousons jackets and vests. The neatness of such preppy, sportswear-inspired separates is broken by printed silk scarves, delicately scalloped collars, gathered necklines and bows. Abbreviated skirts and dresses in jersey and more cotton – the fabric resonant of sun-soaked climes – are edged with smocking and tied loosely at the hips. Embroidered mousseline blouses and striped sweaters are styled over legs bare.

Accessories are effortlessly elegant, soft, in neutral colours, principally myriad shades of brown from dark chocolate, through caramel and tan. The Vivant bag, this season's standout, is sophisticated and versatile companion, as are woven leather and suede belts and sandals and the sneaker, a much-loved Miu Miu wardrobe staple by now. Cotton drill cowboy hats – an irreverent gesture that both frames and protects faces – and equally robust, curved Ivresse sunglasses are a finishing flourish.

A casual wardrobe of archetypes is both timelessly beautiful and perfectly attuned to its time.

Creative Director: Miuccia Prada

Art Direction: Christopher Simmonds

Photographer and Director: Jeano Edwards

Styling: Lotta Volkova

Cast: Wolfgang Beck, Sateen Besson, Charlotte Boggia, Liu Haocun, Kris Jean-Francois, Lena Mantler, Lisa Mantler, Emily Miller, Nyla Singleton, Jahui Zhang