



MIU MIU FALL/WINTER 2026 CAMPAIGN

A quiet power. A charged stillness. The confidence to be direct and to shine within a crepuscular universe.

For the Miu Miu Fall-Winter 2026 still and moving image campaign, Hailey Bieber and Xiao Wen Ju are captured by Zoe Ghertrud against a suspended, nocturnal landscape, their presence in sharp focus as they emerge from a flickering, industrial backdrop, enveloped myriad, abstracted tones of blue.

Here femininity is presented as fluid and self-authored, shifting between vulnerability and control, innocence and awareness, intimacy and detachment. Such contrasts are instinctive, immediate, intentional - these tensions are not oppositions but coexistences. Clothing operates both as armor and expression, at once assertive and protective, concealed yet revealed. Garments embrace the body, worn close to the skin in gentle, washed fabrications. Delicacy is prized but results in authority. Stretch poplin, washed double cashmere, leather, linen, tweed, embroidered tulle, satin and lingerie-inspired detailing - ribbon and bows - are poetic. Oversized shearling lined outerwear - zip-fronted jackets, an opera coat clasped at the breastbone, cossetting trapper hats - are evocative of a vintage-inspired glamor, romantic but always worldly: in the moment, of our time. The Vivant bag, the soft Rendez-vous and the iconic Arcadie are crafted in soft leather. The Bubble shoe, first seen in the early 2000s, is reiterated. Stretch leather knee-high boots and - more revealing - elaborate slides are both precious and pragmatic. Eyewear, loosely referencing a 1970s aesthetic, ensures privacy, all while amplifying an assertive gaze.

Flash ruptures, space is flattened, texture heightened. The real becomes the unreal. Each frame exists as a solitary encounter. Movement extends what the still image suggests: a world held between reality and reverie. In this atmosphere, the everyday is transformed into the cinematic, motionlessness becomes performative. Dressing is declaration. Presence becomes the ultimate expression.

Creative Director: Miuccia Prada

Photographer: Zoe Ghertrud

Director: Renell Medrano

Art Director: Christopher Simmonds

Stylist: Lotta Volkova

Cast: Hailey Bieber, Xiao Wen Ju