MIU MIU HOLIDAY 2026 CAMPAIGN

A tableau unfolds in a grand townhouse, immaculately bedecked for the festive season. Here is a world of polished wood and fragrant fir branches, of rooms imbued with a sense of ancestry, all softened by diffused winter light. Captured by Tina Barney with a visionary eye for domestic theatre, the 2026 Miu Miu Holiday campaign center around a cast immersed in a seasonal dream – an Uptown fairytale.

Crystal Fish, Gigi Hadid, Louisa Jacobson, XiaoWen Ju, Georgia Martin, Momo and Nyla Singleton move together through elegant interiors with the poise of those raised among antiques, heirlooms, and family rituals. Their wardrobe, equally, plays on the contrasts between lifestyle archetypes and seasonal shimmer, ease and formality.

Upcycled by Miu Miu knits are contrasted with embroidered silk dresses; boyish tailoring in uniform grey or country flannels with sportswear-inspired zip-front blousons and polished leathers. Utilitarian cotton canvas separates are layered over sequined bralettes, robust nylon jackets and plump leopard print shearlings over satin slipdresses. Footwear is focused on the iconic loafer and ballerinas. Bags included Beau, Vivant and Arcadie, in smooth leather or crocodile embossed calfskin, and the Wander in red and silver iterations. Miu Miu eyewear, hair accessories, mittens, hats, scarves and bijoux finish the offering, for gifting and self-gifting alike.

Moving seamlessly between the real and the unreal, the earthly and the imagined, this flittering universe is also conceived to bring a smile, while, in models' arms, nestle plush toy bears, rabbits, geese and more, created by Miu Miu for the occasion, and pampered like treasured guests. The result is a festive, intriguing and immaculately composed portrait of bourgeois behavior subverted by humor and play.

A short film by Emilie Blichfeldt amplifies an aura of ceremony and mischief, of an at times somewhat unruly myth, setting the scene into vivid and vital motion.

Creative Director: Miuccia Prada
Photographer: Tina Barney
Director: Emilie Blichfeldt
Art direction: Christopher Simmonds
Styling: Lotta Volkova
Cast: Crystal Fish, Gigi Hadid, Louisa Jacobson, XiaoWen Ju, Georgia Martin, Momo, Nyla Singleton