

**“All I wanted was a car...”  
Miu Miu Croisiere 2018 Advertising Campaign**

Staged on the racetrack at France’s Autodrome de Linas-Montlhéry, Miu Miu’s Croisiere 2018 collection sparkles with a group of incandescent girls who want nothing more than a day of fun—namely, a ride in a fast car. This year, Miu Miu Club was held in the Parisian seat of the Automobile Club de France, connecting to one of the collection’s inspirations: car culture. A fresh take on typically masculine motifs, such as insignias and racing stripes, creates a playful idea of a classic car club. Welcome to the Miu Miu Club for car enthusiast girls.

Photographer Alasdair McLellan works here with Miu Miu favorite Elle Fanning joined by top models Anna Ewers, Doutzen Kroes, and Joan Smalls, plus newcomers Kesewa Aboah, Lily Nova, and Slick Woods. The clothing and accessories shimmer among speeding racers that circle the girls like an embrace.

The girls sport jumpsuits and jackets from the Croisiere 2018 collection, designed with the elan of racing in mind. The practicality of a driver’s uniform, designed for performance, is elaborated with sponsor’s patches and checked flags, and embellished with the overall sensuality of automotive detailing and the gleaming sheen of automotive lacquer. Under a beaming sun, light glints across rhinestone-studded dresses, a new line of matelassé bags, racing goggle-inspired sunglasses, and a jewellery collection including covetable “m” earrings, as the vehicles soar around them – a veritable fleet of innovative, luscious design.

*For further information:*

*Miu Miu Press Office*

*Tel +33 01 56213070*

*E-mail: [pressoffice@miumiu.com](mailto:pressoffice@miumiu.com)*