



press release

Miu Miu announces the launch of its new website

The Miu Miu website has got a brand new look. The revamped digital platform has a streamlined navigation system and features a distinctive design crafted to create a bold and memorable luxury destination in the online universe.

Flexible, responsive and dynamic, the new miumiu.com seamlessly blends the worlds of immersive editorial content and a compelling e-commerce shopping experience. Resulting in an online presence where the unexpected, thought-provoking and artistic soul of the brand is expressed both visually, through animations and images, and tangibly – via a site crafted to make the user experience as intuitive and organic as possible.

To further trace the history and essence of the house the **Miu Miu Club** is where visitors will be able to dig deep into the archives of the brand, from its very first collection to today. There visitors will discover the heart and soul of the house and see firsthand how the heritage of Miu Miu has gradually shaped its spirit over the past twenty-five years.

The new website will be unveiled in Europe first, in 17 countries and available in 5 languages, English, French, German, Italian and Spanish. Then it will roll out across Asia, North America and Middle East through 2019.

For further information:

Miu Miu Press Office

Tel +33 01 56213070

E-mail: pressoffice@miumiu.com