



*press release*

**MIU MIU: THE CONVERSATION  
Fall Winter 2018 Advertising Campaign**

The CONVERSATION is a series of pictures made for the arresting Autumn/Winter Miu Miu collection, shot by Alasdair McLellan.

In The CONVERSATION the Miu Miu gang is at home in suburbia, reclining against velvet drapes, sat inert on mommy's favourite coaches. The stills present a fertile setting for these women's imaginations, all the better to carry off their conspicuous wardrobe. If you can imagine them reading a racy paperback and listening to garage rock, all the better.

The gang is all present and correct: sisters Adwoa and Kesewa Aboah, Georgia May Jagger, Ariel Nicholson, Zoe Thaets. Because these girls are more than just models, they are joined by Hollywood's renegade spirit, Elle Fanning and its emerging starlets, Rowan Blanchard and Raffey Cassidy.

The CONVERSATION seems to ask the question, is the 2018 Miu Miu woman being beamed in from the birth of the teenager or are they tomorrow's people? Whichever, this girl gang means business. They are dressed in their finest, for a night on the tiles. The sense of anticipation is only heightened by their luxuriously upholstered sitting rooms. We are in an antechamber at the moment before disruption. What better way to disrupt than by style alone?

In Steel Magnolias, Dolly Parton makes the grooming observation 'the higher the hair, the closer to God'. But what if she was wrong? There is something devilish about the exploration of the contemporary beehive. What if bad girls want to wear high hair too?

These women are ready for action. Their power is tangible, their dress immaculate. They are the leaders of the pack.

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