

Miu Miu CustoMIUzation

July 20th, Miu Miu celebrates its expansion in Seoul, Korea, with a new store opening and the launch of the Miu Miu CustoMIUzation project.

For the first time, Miu Miu will offer clients the opportunity to personalize precious bags in madras leather and denim with a large selection of characteristically playful patches. Patches include a myriad of reinventions of the varsity designs from the Miu Miu Fall/Winter 2016 ready-to-wear collection as well as sweetly romantic words and symbols among them LOVE, KISS, FOREVER and – a Miu Miu signature by now – brightly coloured stars.

No less than 12 different CustoMIUzation patches will be available to choose from and a dedicated artisan, flown in from Italy, will be in attendance to heat seal patches to each bag. No two bags will be the same.

Only adding to the exclusive nature of the project, the number of bags available for CustoMIUzation is strictly limited. The CustoMIUzation of bags will take approximately 30 minutes per bag. Clients will be able to leave the store with a highly individual piece.

Miu Miu CustoMIUzation will take place over three days, from July 19 to 22, at Miu Miu Cheongdam-dong.

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