



press release

MIU MIU SPRING/SUMMER 2022 CAMPAIGN

BASIC INSTINCTS

The spontaneous, the instinctive and above all the real inspires the campaign for the Spring/Summer 2022 Miu Miu collection by Miuccia Prada - a series of direct, natural portraits through still and motion image. They encapsulate the spirit of these clothes, the individuals who wear them, and the free spirit of Miu Miu.

Shot and directed by Tyrone Lebon, the images are simple - portrayals of young creatives who embody Miu Miu's rebellious esprit. These raw-edged clothes are situated in backdrops of luxurious formality, draperies of velvet and rich hues. Their juxtaposition challenges conventions - there is a new classic elegance found in rebellion.

Just as they shift our focus to the real clothes, those environs also emphasize real people: a dynamic community of figures drawn from acting and modelling. And just as classic items were reconfigured to form the foundation of this Miu Miu collection, here this youthful collective is re-envisioned as Miu Miu girls.

Their faces are familiar - part of the pop culture vernacular. Their number includes the actor Ever Anderson, of *Black Widow* (2021) and forthcoming *Peter Pan & Wendy* (2022); American supermodel Hailey Bieber; Senegalese actor Mame Bineta Sane, lead of the Cannes Grand Prix-awarded *Atlantics* (2019); French model Alix Bouthors, who opened the Miu Miu Spring/Summer 2022 show; Emmy-nominated English actor Emma Corrin; and South Korean actor Lee You-mi, a breakout star of *Squid Game*.

Each of these remarkable and remarked-upon young talents are captured unrehearsed, unprompted and unaffected. They eschew character studies, rebel against fantasy - instinctively, they portray only themselves.

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