

CHURCH'S X MIU MIU

For Fall/Winter 2023, Miu Miu is pleased to announce a collaboration with Church's shoes, infusing the formality of the heritage brand with the free spirit the Miu Miu name represents. The launch is celebrated by a still and moving image campaign using a timelessly beautiful gentleman's armchair, richly upholstered in archive Miu Miu fabric, as a stage.

Multiple positions and gestures are adopted by models wearing the Miu Miu ready-to-wear collection with the Church's X Miu Miu brogue and double monk strap shoe. The comfort of the armchair and languor of the poses is in direct contrast to the polite and conventional perception of the designs.

Crafted in glossed brushed leather and in classic shades of black and tobacco the Church's X Miu Miu shoes are rounded and broader in shape than the originals that inspire them. A malleable, non-slip and sporty moulded rubber sole replaces leather. The patterned serration that characterizes both styles is in place. Further rich detailing includes the Miu Miu logo on the tongues of the shoes and embossed into the sides of the soles and the Church's X Miu Miu logo printed on the insoles. The double monk strap shoes are further embellished with the classic wing-tip motif that emphasizes the British foundations of Church's.

Miu Miu's signature play between the traditional and the contemporary is upheld. The reassurance of the familiar is at once celebrated and subverted - undone - to create something new.

Church's X Miu Miu products will be available in *avant-première* on miumiu.com from August 29 and in Miu Miu stores from September 6th.

CREDITS:

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