

APPAREL AND ACCESSORIES

## Miu Miu tells of timelessness in the Crescent City

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Supermodel Kate Moss (right) wears colored faux fur for Miu Miu fall/winter 2017. Image credit: Miu Miu

By STAFF REPORTS

Prada-owned Miu Miu went down south to New Orleans to interlace jazz melodies with fashions for fall/winter 2017.

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Miu Miu's fall/winter 2017 campaign was photographed by frequent brand collaborator Alasdair McLellan, and includes a series of collage-like stills of New Orleans' landscapes and landmarks. The campaign set out to capture the Louisiana city's "deeply textured bricolage, full of tension and wild energy."

The prettiest girls Miu Miu's ever seen

Titled "Preservation Hall and Other Stories," Miu Miu takes the name of its fall/winter 2017 from a New Orleans' music venue of the same name known for its jazz performances.

The campaign images feature models at Preservation Hall and on a small boat on the untamed Mississippi bayou, where the trees are draped in Spanish moss.

While likely not an ideal wardrobe for New Orleans' well-known humidity, Miu Miu's fall/winter 2017 collection includes brightly colored faux furs and translucent plastic sheaths and feathered drop-waist dresses. The fashions take contemporary shapes and materials and apply them to "old-timey sensibilities," the brand explains.

Miu Miu fall/winter 2017 campaign includes award-winning actress Naomie Harris, new guard models Adwoa and Kesewa Aboah and supermodel Kate Moss. A few campaign images include jazz performers playing brass instruments such as trumpets and trombones.



*Miu Miu fall/winter 2017 took models into the Mississippi River bayou. Image credit: Miu Miu*

Jazz music's timelessness and appeal has been explored by a number of luxury brands.

For example, Champagne house Krug took consumers on a journey of taste and sound for a 2015 pairing event series.

Krug often compliments its tasting events with musical elements to heighten the experience of the attendee, because with music, as with Champagne, no translation is needed for enjoyment. In this particular musical tasting effort, Krug worked with jazz pianist Jacky Terrasson for a worldwide tour with stops in Berlin, San Francisco, Milan, London, Tokyo and Hong Kong ([see story](#)).

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