

RETAIL

Miu Miu stages larger-than-life installation at South Coast Plaza

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Miu Miu's South Coast Plaza installation will be up Oct. 6-17. Image credit: South Coast Plaza

By STAFF REPORTS

Prada-owned fashion label Miu Miu will display its bejeweled accessories alongside the jewelry offerings at Costa Mesa, CA's South Coast Plaza.

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With shopping center foot traffic declining, pop-ups and branded installations are an ideal way to spur interest and visits from discerning consumers. As part of South Coast Plaza's ongoing celebrations of a half-century in business, the shopping mall has collaborated with many of its brand partners on pop-ups, installations and exclusive products ([see story](#)).

Invited by Miu Lady

Miu Miu's Miu Lady installation will be staged from Oct. 6-17 in South Coast Plaza's Jewel Court.

The mall's Jewel Court includes the brand boutiques of Harry Winston, A Lange. & Sohne, Cartier and Chopard, among other luxury brands such as Bally, Bottega Veneta and Fendi. In total, South Coast Plaza counts 250 brands, including anchor department stores Nordstrom, Bloomingdale's and Saks Fifth Avenue.

Miu Lady will take up the 1,000-square foot central area of the Jewel Court. Included in the display, where Miu Miu will promote its Miu Lady handbags, will be two larger-than-life replicas of the purse style.



Supermodel Kate Moss is pictured with a Miu Lady handbag in Miu Miu fall/winter 2017. Image credit: Miu Miu

The Jewel Court is a fitting atmosphere for Miu Miu's Miu Lady due to the clasp of the handbag. The flap is adorned with an oversized brass belt buckle that has been embellished with vibrant gems.

Miu Lady handbags, made in pop-bright shades, will be available at the Miu Miu boutique on South Coast Plaza's second level between the Jewel and Carousel Courts.

South Coast Plaza is an idea location for a pop-up shop for many luxury brands.

For example, as part of its 50th anniversary celebrations, South Coast Plaza hosted a charitable pop-up from Italian label Marni.

Following Marni Markets in cities such as Paris, Milan, Tokyo, Hong Kong and Beijing, the concept came to the United States for the first time with an installation at the Costa Mesa, CA mall. Beyond offering customers a branded experience, the pop-up will give back to a local cause ([see story](#)).

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