

APPAREL AND ACCESSORIES

Miu Miu gathers activist women for spring/summer 2018

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Miu Miu spring/summer 2018 was shot in central Arizona. Image credit: Miu Miu

By STAFF REPORTS

Italian fashion label Miu Miu is exploring today's politically and socially-charged climate on a site that is both in progress and ruin for spring/summer 2018.

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Miu Miu's "Return to Arcosanti" campaign was staged at Arcosanti, a futuristic urban experiment by conceptual architect Paolo Soleri. Located in central Arizona, Arcosanti was started in the 1970s and has continued to evolve through both architecture and ecology, creating a site that demonstrates human impact on nature.

A gathering place

For spring/summer 2018, Miu Miu traveled to Arcosanti, using the site as a meeting place for young minds working toward a more inclusive and aware future.

The campaign stars frequent brand faces Elle Fanning, Adwoa Aboah, Olivia Anakwe, Edie Campbell, Oumie Jammeh, Faith Lynch, Rianne von Rompaey and Cameron Russell. The women wear looks from the spring/summer 2018 collection designed by Miuccia Prada.

While well-known and accomplished, Miu Miu's campaign stars are also vocal on their social platforms and work to promote progressive attitudes.

Ms. Fanning, for example, is active in REALgirl, a program promoting gender equality, while Ms. Aboah works toward social progress on the media platform Gurls Talk, is an ambassador for Save the Children and works with with Heads Together.

Also, Ms. Campbell has written op-ed pieces for and has been interviewed by publications on the topic of combating abuse in the fashion industry. Similarly, Ms. Russell hosts TED Talks on injustices in modeling as well as campaigning for climate change awareness.



Miu Miu spring/summer 2018 has a hint of activism. Image credit: Miu Miu

Photographed by Alasdair McLellan, the women stand alongside Arcosanti's concrete infrastructure wearing decorative floral patterns and plaid layered over classic work-wear silhouettes.

In its advertising campaigns, Miu Miu often explores femininity, female empowerment and relationships between women.

The Prada-owned fashion label took a fresh look at a typically masculine motif for its women's cruise 2018 collection campaign.

Inspired by car culture, Miu Miu's cruise campaign was staged at France's Autodrome de Linas-Montlhery racetrack for a playful take on the classic automotive club, typically associated with men. In its marketing efforts, such as its ongoing Women's Tales, Miu Miu often explores femininity through various lenses to speak to its female consumer base ([see story](#)).

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