

APPAREL AND ACCESSORIES

Miu Miu showcases women as icons in new holiday campaign

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Storm Reid. Image credit: Miu Miu

By LUXURY DAILY NEWS SERVICE

Prada-owned fashion brand Miu Miu has released its newest holiday campaign which focuses on what defines an icon.

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Women have been a source of inspiration for the Italian brand for years, from projects like Women's Tales, an ongoing short film series empowering female directors, to this new "Icons" campaign. Miu Miu explores the idea of femininity and women as icons within fashion in its most recent campaign showcasing the Pre-Spring 2021 collection.

Iconic women

Historically, an icon has been defined as a symbol worthy of veneration and admiration. An icon can be an actor, a model, a musician an example of excellence. Equally, an icon can represent a set of beliefs or a way of life.

For Miu Miu, icons are women reflecting the shifting idea and ideals of fashion. According to the brand, the unifying trait of women is their absolute individuality, and the women featured in the new campaign come from cinema, fashion and music to form a collection of diverse role-models.

The campaign was photographed by Mert Alas and Marcus Piggott under the creative direction of Katie Grand. The Miu Miu Icons reflect the label's heritage and project it toward a new future. Some are familiar faces like Kim Basinger, Chloe Sevigny, Du Juan and Raffey Cassidy, while some are newcomers like Emma Corrin, Jordan Kristine Seamon and Storm Reid.

These "Icons" feature the Pre-Spring 2021 collection which is inspired by the inconsistencies of femininity and the ability of women to transform perceptions of themselves through the clothes they wear.

The campaign suggests that these women represent the plurality within every woman and reflect the icon inside everyone.

Earlier this year, Miu Miu put a painterly touch on its spring/summer 2020 collection with a campaign that centered on an imagined all-female artist colony. Set at the Casa Corber outside of Barcelona, the film invites consumers to

be a fly on the wall to witness a different type of "woman's work" as models are shown engaged in creation. The focus of the collection and campaign was freedom of self expression, inviting consumers to be their own artist ([see story](#)).

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