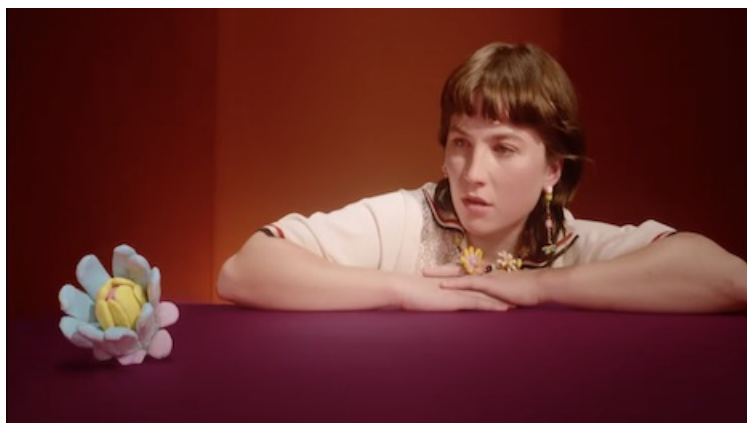


APPAREL AND ACCESSORIES

Miu Miu's new jewelry line cures boredom with medicinal accessories

August 12, 2022



A scene from the "Miu Miu: A Remedy Nathalie Djurberg / Hans Berg Miu Miu Jewels project," campaign film. Image credit: Miu Miu

By AMIAH TAYLOR

Italian fashion house Miu Miu has announced its new Nathalie Djurberg and Hans Berg Miu Miu Jewels project, which has culminated in a mischievous jewelry line.

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Miu Miu, the sister label to Prada, has collaborated with artists Nathalie Djurberg and Hans Berg, who designed the jewelry for the fall/winter 2022 collection. The new accessories line, which is characterized by colorful resins and enamels, draws direct inspiration from Ms. Djurberg's and Mr. Berg's 2015 sculpture series, "A Thief Caught in the Act."

"Miu Miu is always looking at ways to work outside the box and find creative collaborations, so the artistic approach here seems like a natural fit," said Damon Banks, editor and managing partner at [Luxe Getaways](#), Washington, D.C.

Prescription for glamor

Miu Miu's new campaign film is playfully tongue in cheek and features music by one of the jewelry line's featured artists, Mr. Berg. The film's stylist was Lotta Volkova, who recently collaborated with Jean Paul Gaultier and is infamous for her punk rock and post-Soviet fashion vantage point.

The opening image of the film darkens and reappears as the screen takes an almond shape, alluding to a human eye repeatedly blinking. Through the lens of the blinking eye, the viewer can see a female model wearing Miu Miu's resin and metal earrings with a matching necklace.

Enthralled by blooming claymation flowers, the model resolves to pluck out all of its petals. Left with a pile of candy-colored blossoms, the playful protagonist disappears from view.

In the omnipresent gaze of the blinking eye, the viewer can see the model peering through a large glass jar. Based on the woman's sweet and enamored expression, the scene alludes to a sense of childlike wonder.

A claymation bird pecks at one of the woman's earrings, a psychedelic-hued flower made of white and green pills. The bird, perhaps in need of the colorful medication, swallows the earring comprised of capsules and disappears.

A giant disembodied clay hand steals a necklace modeled after pharmaceuticals from the model's pocket. She tries to pry the large pale hand open to retrieve it and discovers it has stolen one of her earrings.

At last, the clay hand and the model become friends and as a show of affection, the clay hand playfully strokes one of her earrings.

[View this post on Instagram](#)

A post shared by Miu Miu (@miumiu)

An image of Miu Miu's \$1720 metal and resin necklace

Miu Miu's latest jewelry collection is based on Ms. Djurberg's and Mr. Berg's 2015 sculpture series, "A Thief Caught in the Act," where colorful birds steal pills, so consumer interest could be piqued by the uniqueness of the jewelry.

Whimsical wearables

The niche jewelry market is rising and consumers are increasing spending on brands that prioritize novelty and inventiveness in their collections ([see story](#)).

Further, playfulness in the fashion industry extends beyond jewelry and accessories and into ready-to-wear collections.

French fashion house Louis Vuitton used whimsy and youthful energy to honor the late Virgil Abloh in its "Daybreak" men's capsule collection ([see story](#)). Italian fashion label Valentino also created a high-spirited, mirthful capsule collection for its Qixi campaign ([see story](#)).

While some consumers are instantly enamored by the bright effervescent colors in Miu Miu's new jewelry line, expert opinions vary on the success of the collection.

"I love the playful approach to the campaign, though some of it feels a bit more Halloween like' instead of luxury," Mr. Banks said.

"However, it's certainly creative."