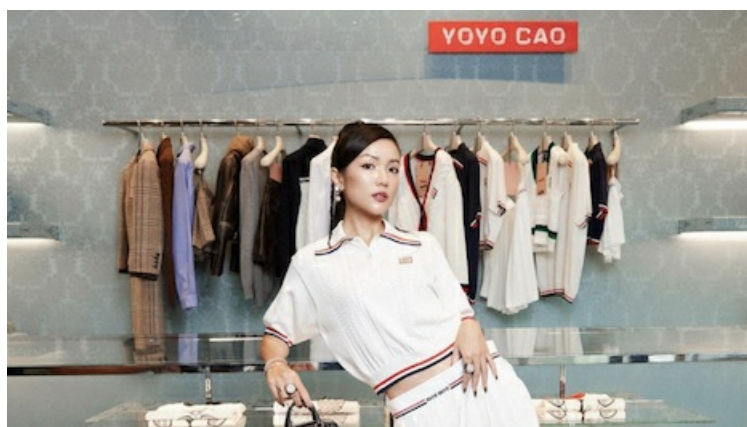


APPAREL AND ACCESSORIES

Miu Miu, Singaporean star build curated retail experience

September 12, 2022



Singaporean influencer Yoyo Cao at the launch of her Miu Miu Select personalized capsule curation. Image credit: Miu Miu

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Miu Miu** is tapping talent-as-curator for a new retail collaboration.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

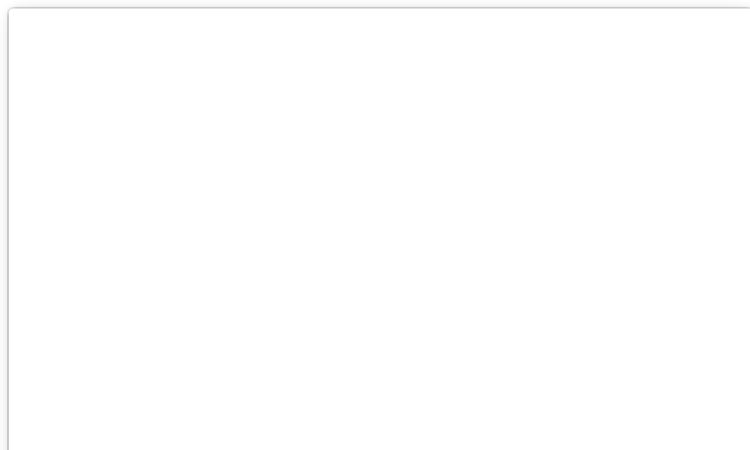
Singaporean influencer Yoyo Cao has partnered with the brand on its latest project. On Sept. 9, the star staffed a store reveal under the Miu Miu Select project, a campaign that extends curating controls to a rotating round of house guests.

Star shopper

Ms. Cao sorted through Miu Miu's latest collection to select her favorite ready-to-wear, bag, shoe, jewelry and eyewear pieces, with which she stocked the pop-up store.

The capsule includes Miu Miu's Wander matelass satin mini hobo bag, double-breasted plaid jacket and satin ballerina flats, which retail at \$1,950, \$4,200 and \$950, respectively.

A campaign video shows the star entering the space to shop its racks in the brand's cropped silk and cotton polo shirt and matching skirt.



[View this post on Instagram](#)

A post shared by Miu Miu (@miumiu)

The store buildout is fully co-branded with neon signage and exclusive tag designs that feature Ms. Cao's credentials.

"Surreal," said Yoyo Cao, fashion designer and digital entrepreneur, in a social media [post](#).

"Never would I ever imagine that my name would be on a @miumiu window, a house that I have loved from the beginning."

Miu Miu has seemingly chosen to work with Ms. Cao on the activation in order to boost sales for its current seasonal offerings and drive retail traffic to its Marina Bay Sands location.

Ms. Cao is among many of the brand's most recent female collaborators.

In August, the maison announced a new whimsical jewelry line from artists Nathalie Djurberg and Hans Berg, dubbed the Miu Miu Jewels project ([see story](#)).

The luxury label also released its 24th commission from its Miu Miu's Women's Tales film series. Titled "Carta A Mi Madre Para Mi Hijo (Letter to My Mother for My Son)", the piece premiered at the Venice Film Festival this month ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.