

APPAREL AND ACCESSORIES

## Miu Miu fosters chic rebellion in latest Upcycled collection

September 13, 2022



*This iteration of Upcycled by Miu Miu is all about a cultural classic: the leather jacket. Image credit: Miu Miu*

By KATIE TAMOLA

Italian fashion house Miu Miu is bringing an expressive classic to its Upcycled collection for the fall-winter 2022 season.

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This iteration of the Upcycled by Miu Miu initiative spotlights a collection of limited-edition leather jackets, carefully sourced from vintage markets around the world. In a dreamy, cinematic vignette true to Miu Miu's ethos, the reworked jackets, of which no more than 50 were made, are the star of the show.

"Miu Miu has created a limited one-of-a-kind collection that addresses several matters prevalent in the market, to the consumer and the ethos of their brand," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York.

"The sourcing of the 'upcycled' leather jackets speaks to natural materials repurposed, the encrusted gems, ribbons and fur collars are a nod to the inclusion of man-made materials to enhance the jackets, and the overall direction speaks to the brand's first cowgirl-themed collection of fringed suede jackets," she said. "The motorcycle and cars are modern day horses, the Mongolian fur emulates fringe, the python mimics animal-like patterns and the filming of talent in tunnels with starry lights in the ceiling and dark spaces characterizes the unending outdoors."

Sustainably chic

The original Upcycled by Miu Miu collection was launched in 2020, marking a special collection of vintage dresses reworked and transformed by Miu Miu, sourced by disparate vintage clothing stores across the world.

This iteration of Upcycled by Miu Miu is all about a cultural classic: the leather jacket.

*The collection features jackets with stylized flowers, precious crystal, python-print leather and satin ribbon trim*

The vignette, shot in black and white, opens with a model standing in a tunnel, fashioning a leather jacket, the top of which is covered in jeweled adornments. She begins to walk backward, smiling, showcasing the jacket as a hypnotizing instrumental soundtrack bellows.

Suddenly, the shot is injected with color, as another jacket in the collection appears, this time with a brown base, a

rainfall of sparkles beginning at the jacket's back and a plush black collar.

The model poses intensely by a motorcycle, fostering a confident and cool attitude reflected in the cultural motif of motorcycle owners fashioning leather jackets.

Another model in a disparate jacket, a black base with a large, puffy white collar, kneels next to their motorcycle.

The shot cuts to another model standing alone in a room, highlighting a faded green leather jacket with thick red stripes and a puffy white collar.

With an eerie soundtrack continuing, the last shot of the film reverts to black and white, with one of the models running off into the night as the sound of a motorcycle engine revving is heard in the distance.

"Upcycled by Miu Miu" reads in a white text overlay, concluding the vignette.



*Miu Miu makes rebellion chic. Image credit: Miu Miu*

The leather jacket, often viewed as a cultural symbol of rebellion, is reimagined and juxtaposed with contemporary style by Miu Miu, spotlighting stylized flower, precious crystal, python-print leather and satin ribbon trim.

The simple and cinematic vignette packs quite the punch eliciting admiration from consumers at the chic feel of rebellion Miu Miu continues to put forth.

#### Inherently Miu Miu

Whether through a new upcycled collection or a short film highlighting its vast sustainability strides, Miu Miu proves that it is seriously contemplating practices and products that are best for the planet.

Earlier this month, Miu Miu reviewed its vast sustainability strides and goals in a new film.

Focusing on and proving its immense commitment to the preservation of the ocean, Miu Miu reviews Prada's disparate initiatives that advocate for the betterment of the earth's bodies of water. The vignette calls back to programs including Sea Beyond, a new educational module for 10 secondary schools and more ([see story](#)).

Last year, Miu Miu and U.S. denim brand Levi's partnered on the luxury brand's then-latest upcycling effort.

The partnership marketed a collection of reworked Levi's denim with Miu Miu embellishments. The Miu Miu x Levi's partnership takes influence from the 1980s and 1990s eras, featuring men's 501 jeans and trucker hats customized with embroidery, crystals and pearls ([see story](#)).