

APPAREL AND ACCESSORIES

## Miu Miu taps model Adwoa Aboah for Select series launch

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*The Miu Miu Select campaign extends curating controls to a rotating round of house guests. Image credit: Miu Miu*

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Miu Miu** is keeping the art of capsule curation alive, teaming up with yet another notable fashion face on a new activation.

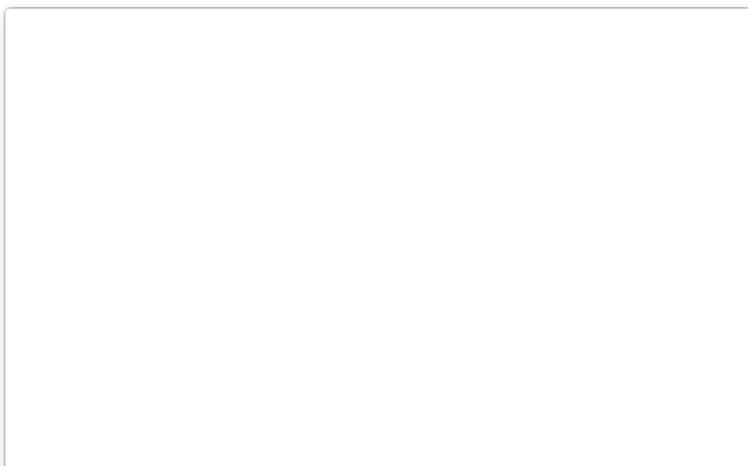
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By way of a Milanese boutique buildout, British model Adwoa Aboah is the luxury brand's latest collaborator. Ms. Aboah presents a curated selection of her favorite ready-to-wear, bag, shoe, jewelry and eyewear pieces from the brand's fall/winter 2022 collection for Miu Miu Select, a campaign that extends curating controls to a rotating round of house guests.

Ms. Aboah x Miu Miu

With a self-described androgynous style, Ms. Aboah has allowed her own approach to getting dressed lead the way to a highly personalized Miu Miu moment.

A set of new digital assets showcases the collaboration between the heritage house and the fashion model. Launched on Sept. 21, the pair embedded a pop-up shop inside the brand's Milan location.



[View this post on Instagram](#)

A post shared by Miu Miu (@miumiu)

In a campaign video, Ms. Aboah shares more about the motivating factors behind her decision to fill the room with a specific set of ready-to-wear items.

"Oh, I didn't see you there!" she says to camera, in a personality-filled first frame.

The model's relatable charm is difficult to contain, as she walks through her picks with a personable tone. Miu Miu's oversized double-breasted nappa leather coat and striped poplin top are among her favorites both items are in stock at Aboah's chic, branded chez.

She then points to a pair of riding boots, picking them up to detail a story of a long desire for boots she previously did not have access to.

"Every cool girl at school had a pair of biker boots," she comments, in a bit that shows just how far the model has come.

"I didn't I sadly was not that cool but now, I will have a pair," she says, gleaming.

The remainder of the clip contains flashes of hugs and words exchanged, as the model mingles with her guests at an opening night affair. She poses in front of her branded wall, her name prominently displayed bottom right, in fun Miu Miu Select font.

Earlier this month, the brand partnered with Singaporean influencer Yoyo Cao on a retail execution with an adjacent concept.

On Sept. 9, the star staffed a store reveal under the Miu Miu Select project ([see story](#)).

Ms. Cao's picks included included 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.

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