

APPAREL AND ACCESSORIES

Miu Miu continues holiday tradition with inclusive Lunar New Year initiative

December 22, 2022



Miu Miu's holiday campaign is inspired by the Lunar New Year. Image Credit: Miu Miu

By MARYBETH CONNAUGHTON

The Year of the Rabbit is upon us, and Prada-owned Miu Miu is celebrating with a new collection.

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Brand Ambassador Qiu Tian, who led Miu Miu's Lunar New Year-inspired campaign last year, is joined by Chinese actress and singer Amber Kuo, star of the movie franchise "Tiny Times." This campaign is one of many across several brands to pay homage to, and draw inspiration from, the Chinese New Year, variations of which are celebrated throughout the APAC region.

In a promotional video for the brand's collection the two actresses play with a small red rabbit toy, a nod to 2023 being The Year of the Rabbit. Considered the luckiest of the twelve animals in the Chinese zodiac, the rabbit also symbolizes elegance and beauty.

A branded campaign video celebrates the capsule's launch

Fittingly the collection forms what Miu Miu calls a look of "preppy elegance" and the "urban uniform of today."

The Miu Wander bag, which has become a staple of the brand's collections is available in gold and pink. Its matelass nappa leather and hobo shape result in a three-dimensional effect.

Also available will be the hallmark Matelasse top-handle bag with gold-tone detailing and a removable leather mirror case.



The collection includes brand favorites with an added dash of celebratory sparkle. Image credit: Miu Miu

Round-toed flats detailed with gold chains and oversized pearls, and Miu Miu for Women eau de parfum round out the list of offerings.

The collection will feature a limited-edition sweatshirt displaying a rabbit and the brand's signature typeface.

Celebrations Continue

Miu Miu is not the only brand to adopt the rabbit as its temporary seasonal mascot.

Earlier this month, LVMH-owned Givenchy teamed up with Disney to create a capsule collection with an accompanying film. Oswald, a revived rabbit character from the Disney vault took center stage. ([See story](#)).

In the previous Lunar New Year, it was the tiger that left its mark across several collections.

Ms. Tian, along with Chinese singer, songwriter and rapper Lexie Liu, starred in Miu Miu's previous campaign honoring the Year of the Tiger. As part of the campaign, parent group Prada donated to the China Green Foundation's program "Walking with Tiger and Leopard." The initiative worked to raise awareness about the risk of extinction posed to tigers and other large cats.

At the beginning of 2022, Fendi and Prada ushered in the Year of the Tiger with several thematic pieces. Louis Vuitton had tiger pendants and key fobs, while Versace included a resting tiger on a hooded sweatshirt, scarf and button down sweater. Alexander McQueen featured several shoes and bags in bright red, a symbol of luck, joy and happiness in Chinese culture.

In perhaps the largest nod to the season, Bottega Veneta took over a major portion of the Great Wall of China this past January, digitally projecting its signature orange and green colors, its logo and a message of happy new year written in Chinese characters. For its capsule, the brand added a tiger pattern to its Cassette intrecciato leather bag.