

APPAREL AND ACCESSORIES

## Miu Miu, New Balance offer contemporary take on classic sneaker

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Miu Miu renders the classic New Balance 574 in a number of new colors. Image credit: Miu Miu

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Miu Miu** is joining leading Boston's New Balance, releasing an update on the latter brand's popular "574" sneaker.

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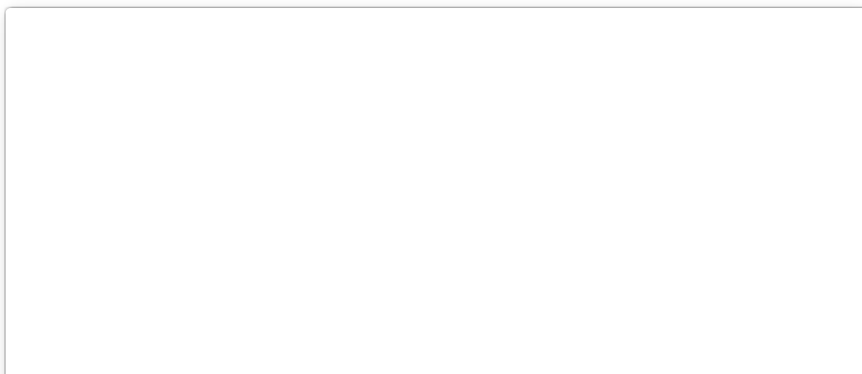
Promoted as part of Miu Miu's spring/summer 2023 collection, the collaboration renders the shoe in denim, with patterns of frayed distress around the main body, in addition to a vintage-effect nappa leather variety. The pairs are co-branded, with logos displayed on the front-facing side of the shoe's tongue, while New Balance's signature "N" is displayed as ever on the side.

Fashion and function

Though New Balance's original 574 offerings took form in a signature grey color, Miu Miu's versions arrive in a few shades.

The denim dunks are available in white, royal blue, beige and shimmering gold. The nappa calf version comes in white with a marbled cognac accent.

Miu Miu's denim sneakers are priced at \$950, while its vintage-effect leather counterpart retails for \$1,020. The 574 collection is available in-store and online.



[View this post on Instagram](#)

A post shared by Miu Miu (@miumiu)

First released in 1988, New Balance's 574 became increasingly popular throughout the 1990s and 2000s.

Several special collections of the shoe have been released since, including the limited "Clips Pack" edition, where each pair of sneakers came with its own Polaroid photograph.

Fashion has been updating a number of popular sneaker editions, recently.

Last month, U.S. jeweler Tiffany & Co. collaborated with Nike to release a version of Nike's Air Force 1 sneaker which saw Nike's signature swoosh emblem painted Tiffany Blue ([see story](#)).

The late designer Virgil Abloh developed a number of interpretations of the Air Force 1 sneaker for Louis Vuitton. The designs were released as the Nike Air Force 1 by Virgil Abloh project in 2022 ([see story](#)).

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