

APPAREL AND ACCESSORIES

Miu Miu keeps artistry close for Arcadie' campaign

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American model Gigi Hadid helps boost the Arcadie bag, now available in a matelass leather fabrication. Image credit: Miu Miu

By AMIRAH KEATON

Italian fashion house Miu Miu is drawing on the genius of quite a few creatives for the launch of a new accessory.

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The brand is boosting the release of the Arcadie bag, now available in a matelass leather fabrication. With American model Gigi Hadid leading the charge and famed American photographer Steven Meisel slotting in behind the camera, Miu Miu takes influence from the works of American painter Margaret Keane, mimicking her style in a live-action homage to artistry of all kinds.

A keen eye

By way of a new marketing exercise, viewers are familiarized with the ins and outs of Miu Miu's latest handbag; its texture is derived from a treatment involving a weaving technique with a quilt-like effect.

Unlike its padded predecessor, matelass is executed sans stitching, in an ultimate show of craftsmanship. Retailing between \$2,650 and \$3,300, Arcadie's companion, Ms. Hadid, joins in on the visual effort.



Miu Miu's latest campaign takes inspiration from Ms. Keane's signature "Big Eyed Wif" works. Image credit: Keane Eyes Gallery

Unafraid to have fun with either assets or accompanying materials, the brand's delivery hits feeds with a touch of intellectual esteem, fueled by the inclusion of an icon.

Of the label's creative expression, the unabashed legacy of Ms. Keane serves as a strong base for the label's creative expression.

The artist, who became known across the globe for her signature "Big Eyed Waif" works subjects at hand featured enlarged eyes and other childlike characteristics passed away in June of last year, elevating the honorary nature of Miu Miu's message.

Miu Miu presents the newly-debuted Arcadie bag in precious matelass leather.

Featuring Gigi Hadid.

Photographed by Steven Meisel.

Creative direction by Edward Quarmby.

Styled by Lotta Volkova. [#MiuMiu#MiuArcadie pic.twitter.com/SsswywlmIP](https://twitter.com/SsswywlmIP)

Miu Miu (@MIUMIUofficial) [June 5, 2023](#)

Available in smooth leather or in the matelass variety, Miu Miu's muse herself carries both versions of the debut in shots styled by Russian talent Lotta Volkova, the founder of Swiss luxury fashion house Vetements and frequent thought partner of Demna Gvasalia, creative director of French fashion house Balenciaga.

Creative direction for the campaign is provided by London-based art director Edward Quarmby.



Miu Miu's muse herself carries both versions of the debut in shots taken by American photographer Steven Meisel. Image credit: Keane Eyes Gallery

Miu Miu's campaign provides its front-running talent further posturing, in turn borrowing her trusted following to uplift an experiment in style.

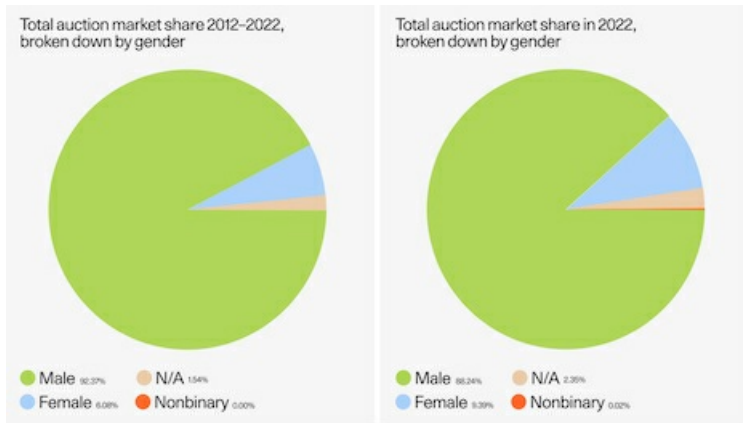
At a time when women artists are still fighting for equal representation, the recognition serves as a reminder of the caliber of values that the luxury brand holds dear.

Miu Miu in motion

A recent survey from global art platform Artsy found that women artists accounted for just 9.3 percent of all artwork sold at auction in 2022 ([see story](#)).

The figure lands even lower with consideration for the last 10 years, coming in at 6 percent of the total auction market share from 2012-2022. Of the \$108.7 billion brought in over the course of the aforementioned decade, sales from women's works account for just \$6.7 billion.

Even Japanese powerhouse and luxury favorite Yayoi Kusama ([see story](#)), an artist boasting the highest volume of works at auction of any women artist over the last decade, falls short of the market's top male artist in the sales department.



Of the \$108.7 billion brought in over the course of the aforementioned decade, sales from women's works account for just \$6.7 billion. Image courtesy of Artsy

The artist's lots from 2012-2022 come in at almost eight times less than the total number of lots from Pablo Picasso, who sold 21,745 works during the same stretch.

The lucky few aside, underexposure remains the norm. Ms. Keane's story follows a similar trajectory.

It was not until a 1986 trial that Ms. Keane would be revealed as the true purveyor behind her works. After years of false claims and credits, the artist's ex-husband would fail the task of recreating one of Ms. Keane's drawings live and in court.

The originator prevailed, setting into motion an independent career rooted in the same moral codes upon which Miu Miu's hopeful classic is now framed.