

APPAREL AND ACCESSORIES

# Miu Miu, Church's extend collaboration for spring/summer 2024

February 8, 2024



*The release follows a fall/winter 2023 partnership. Image credit: Miu Miu*

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By ZACH JAMES

Italian fashion house Miu Miu and English shoemaker Church's are joining forces for the second time in two years.

Both owned by the Prada Group, the labels are collaborating to reinvent a footwear classic for the spring/summer 2024 season, giving a pair of loafers a semi-deconstructed look. Updating heritage codes, the Church's x Miu Miu Shanghai release serves to refresh a product introduced nearly 100 years ago through Miu Miu's modern lens.

"Brand sanctity is essential in luxury," said Chris Ramey, president of [Affluent Insights](#), Palm Beach.

"And, although the two brands come from the same house, each brand manager has their own objectives by participating," Mr. Ramey said. "The juxtaposition of the two brands is attractive.

"A good collaboration questions foundational perspectives that manifest new clients."

Mr. Ramey is not affiliated with Miu Miu or Church's, but agreed to comment as an industry expert.

## Turning back the clock

The origins of the Shanghai style date back to 1929, though the first-edition Miu Miu x Church's launch broke through last year.

Following the success of this fall/winter 2023 debut collaboration, the brands have given the item of choice a new color palette, updating several design elements to fit a more casual context.



*Miu Miu's logo appears on the shoe's tongue. Image credit: Miu Miu*

Softening the appearance, the Shanghai's raised toe has been smoothed out, rounded and polished. The process was replicated on each loafer's heel.

At the same time, a new contrasting walnut brown and chord colorway can be seen almost immediately: arguably most apparent is the item's unorthodox combination of leather and linen panels. The materials have been "deliberately aged," taking advantage of a "special workmanship" to achieve a pre-worn effect.

Augmented to better fit into Miu Miu's spring/summer 2024 collection, the product's signatures remain untouched. The curled fringe detailing, tongue strap buckle and brogue motif are still present, keeping Church's icons in place.

The Church's x Miu Miu Shanghai Leather and Linen Shoes retail for \$1,520, stocked in-stores and [online](#).



*Casual imagery defines the corresponding campaign. Image credit: Miu Miu*

"Modern affluent consumers desire depth and meaning to feed their soul and justify their acquisitions," Mr. Ramey said.

"Tradition and heritage, as pillars of luxury, are integral to both."

### **Easy breezy**

London-based creative Edward Quarmby ([see story](#)) handles artistic direction for the latest Miu Miu x Church's campaign. Spanish photographer Lengua, who previously worked with the maison on its advertising for last year's Qixi Festival, is behind the lens.

Both served in the same roles for the fall/winter 2023 crossover with Church's, maintaining continuity for the visuals, concept and messaging.

### *Church's x Miu Miu Shanghai centers new visuals*

Stationed in a lush, outdoor garden upon lawn chaises, models sport the Church's x Miu Miu Shanghai shoe in a manner suggestive of the shoe's comfort. A soundtrack of inquisitive instrumentals back the film, beckoning the viewer to pay attention to the apparel and footwear on display.

A preceding round of marketing placed its cast in a drab indoor space. Pictured on sofa recliners atop a harsh grey background, the imagery contrasts the current iteration. Prada Group's new campaign retains its old one's influence while introducing some clear visual distinctions.

The renewed Miu Miu and Church's partnership follows a variety of new fashion team-ups that have kickstarted the year so far ([see story](#)).

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