

APPAREL AND ACCESSORIES

Miu Miu's 'On Cloud Nine' features spring/summer 2026 collection

January 22, 2026



The campaign is shot by British photographer Jamie Hawkesworth and styled by Russian creative Lotta Volkova. Image credit: Miu Miu

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

Italian fashion house **Miu Miu** is revealing a new campaign starring singer-songwriter Olivia Rodrigo.

The "On Cloud Nine" images also feature Chinese actress Li Gengxi, French actress and director Suzanne Lindon, singer and model Sateen Besson and models Rachel Agbonze and Amelie Sante. The brand's workwear-inspired spring/summer 2026 collection is shot by British photographer Jamie Hawkesworth and styled by Russian creative Lotta Volkova.

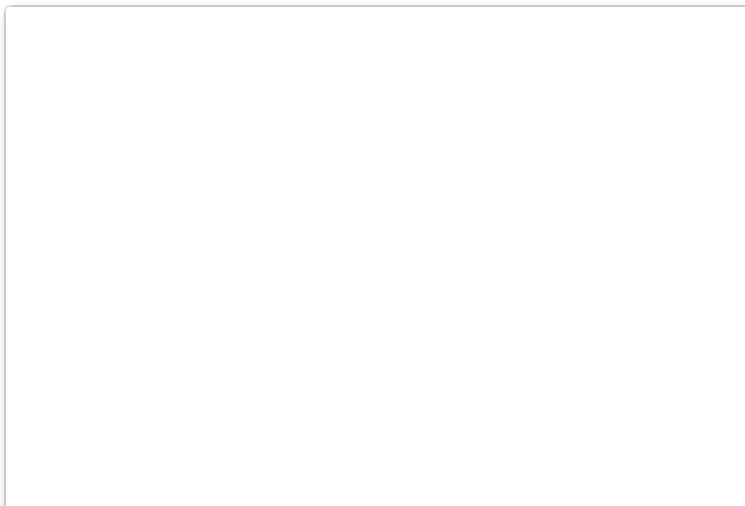
Campaign concept

Executed under the creative direction of Miuccia Prada, Miu Miu's multidisciplinary cast is photographed in settings of varying daylight hours for "On Cloud Nine," capturing changing light and shadow conditions.

The collection balances industrial and feminine elements; material contrasts are a central feature.

Aged and tooled leather, cotton poplin, silk cloqu, lace and raw canvas appear both unadorned and embellished with floral prints and jeweled embroidery. Sneakers, loafers and other footwear are designed with natural rubber soles.

Miu Miu's Aventure, Utilitaire, Beau and Wander handbags are crafted in durable leathers this season.



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A post shared by Miu Miu (@miumiu)

The multidisciplinary cast reflects Miu Miu’s approach to the clothes: Ms. Rodrigo is recognized for Grammy-winning projects, including albums *Sour* and *Guts*, while Ms. Li has appeared in films including *Better Days*.

Ms. Lindon wrote, directed and starred in *Spring Blossom*. Ms. Besson is known for her music career and modeling work.

Brand-wise, Mr. Hawkesworth has collaborated with Miu Miu, in addition to other luxury brands ([see story](#)), across multiple seasons, and Ms. Volkova has served as the brand’s long-term styling collaborator.

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