



MIU MIU

FW 18/19

Shahinaz Abaza
Sushmita Debnath
Giulia Mangiante
Federica Talanga
Arianna Vangeli
Chiara Villani
Natalie Wischkowski

CONCEPT

Doubled,
buckled
belts, chain
necklaces
and mohair
sweaters

strapless
brocade
below -
the-knee
pencil
dress

50s and 60s,
hard suburban girl gang,
sort of vintage rarities
girls who fight over at the
flea market

Bleached denim
and a whole
series of
exaggerated
dogtooth tweed
and cheesy
pastel leather
jackets and coats

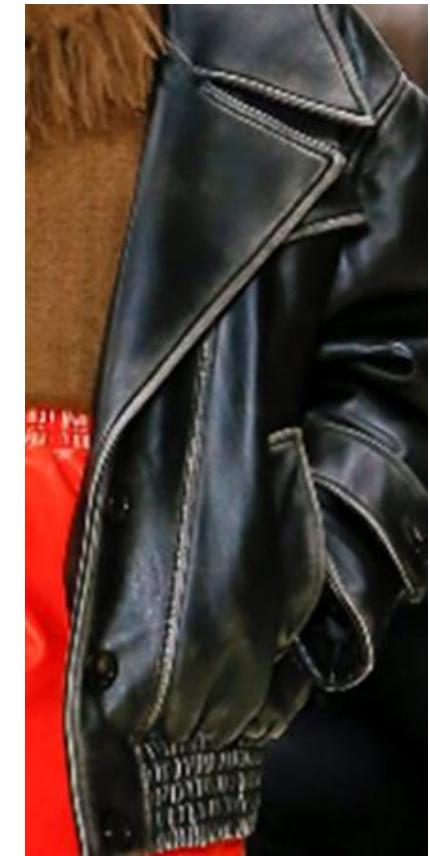
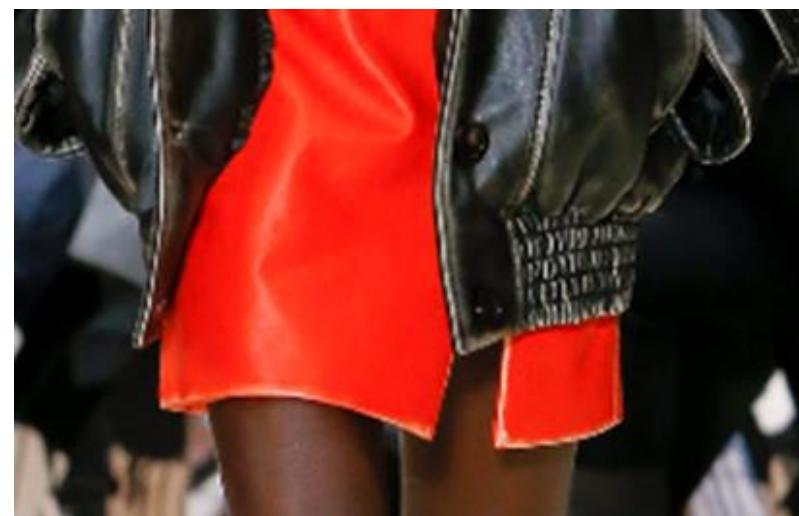
Hairdos and fringed scarves to pointy
low ankle boots



1st OUTFIT



ROCKY - REBEL – PROVOCATIVE - FEMININE

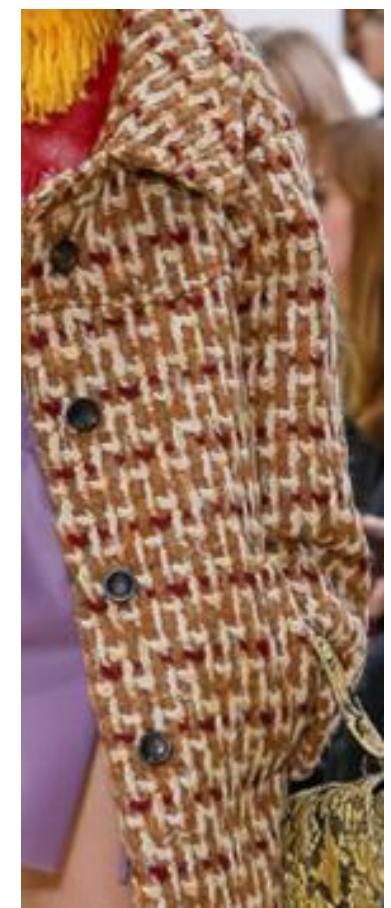




2nd OUTFIT



ECCENTRIC – CHIC - LADYLIKE





3rd OUTFIT

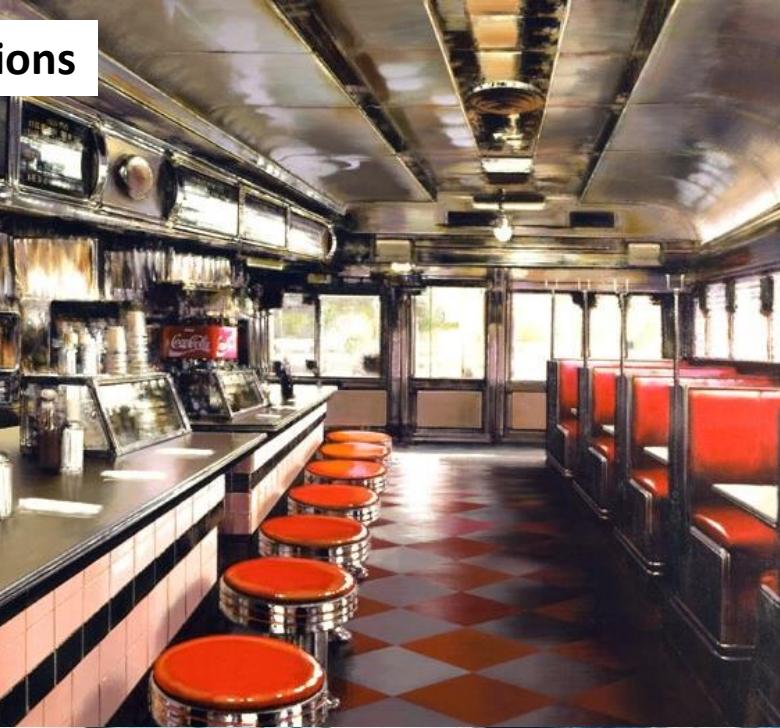


GLAMOROUS – SPARKLY - FEMININE

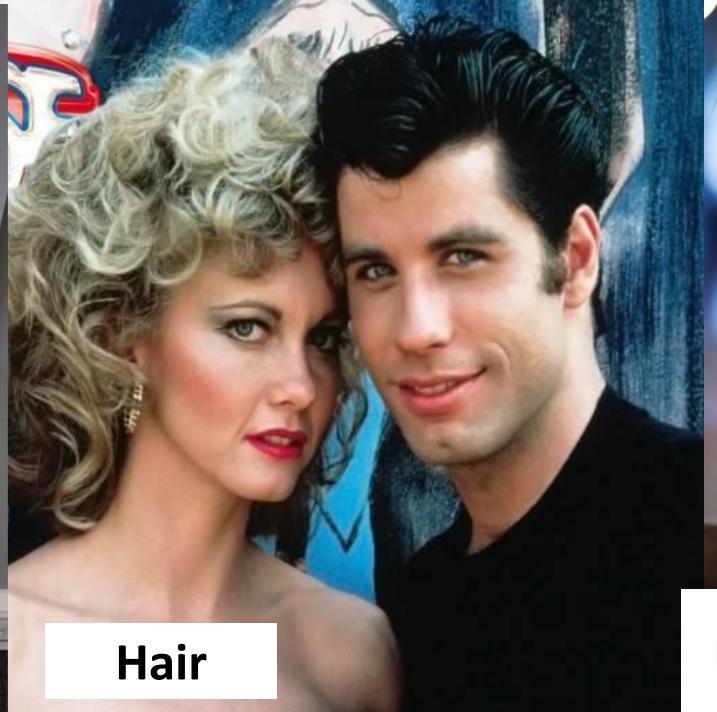


MOODBOARD

Locations



'50/'60 Details



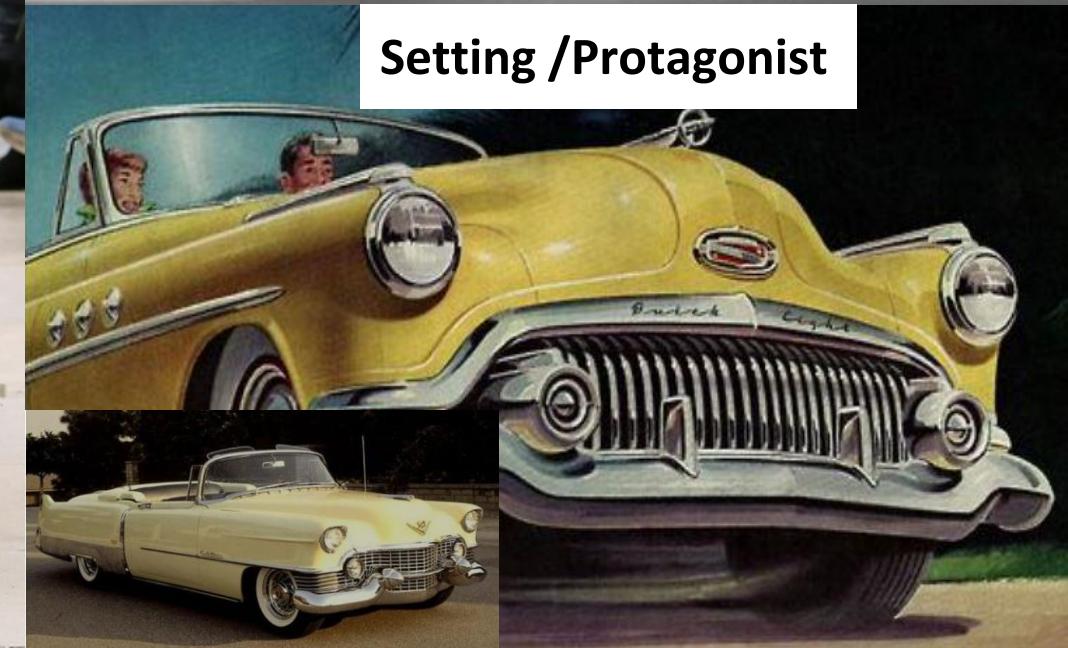
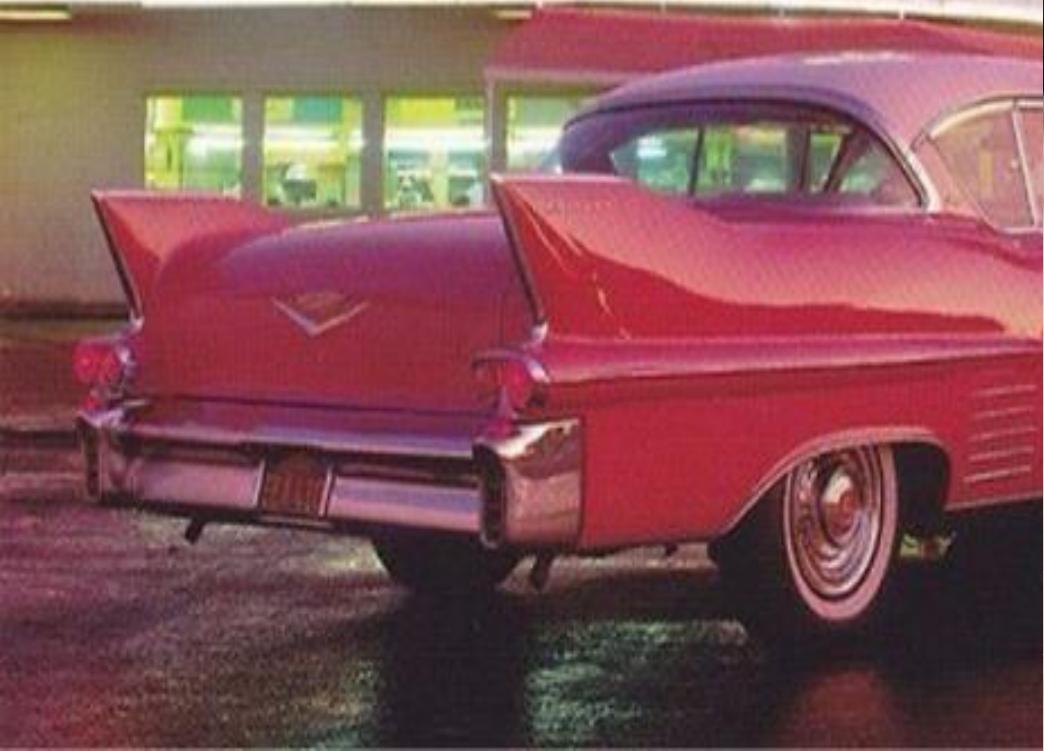
Hair



Make-up and gestures

1st PHOTOSHOOT

Location & Lights



2nd PHOTOSHOOT



Location & Lights

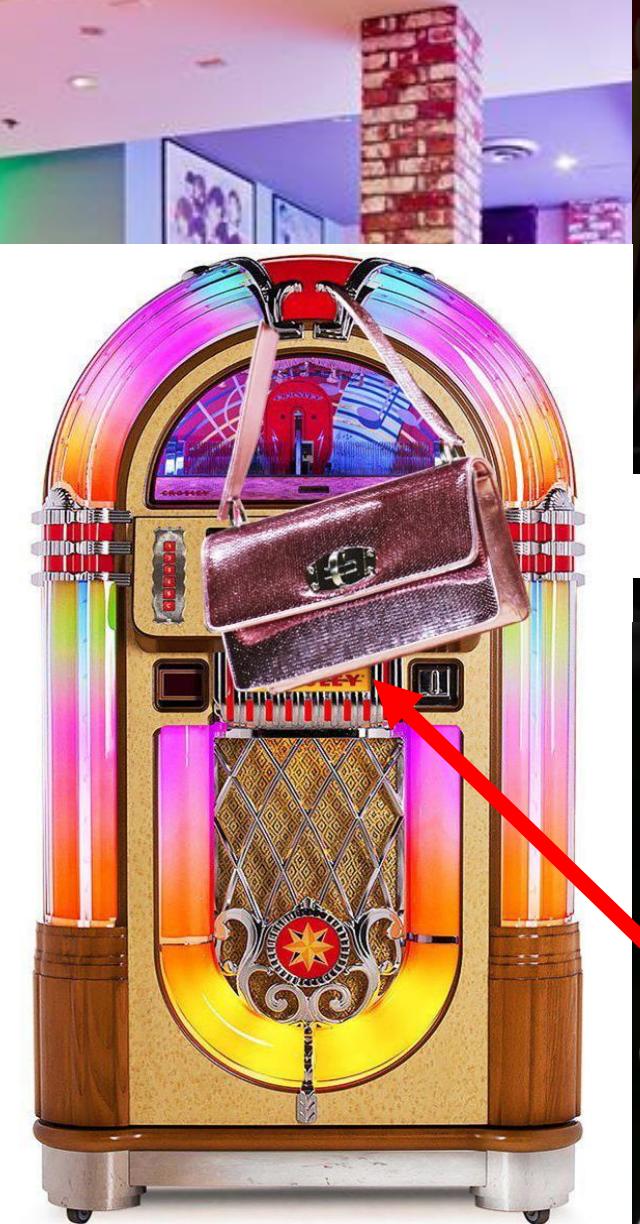


Pose:
sexy, feminin,
naughty

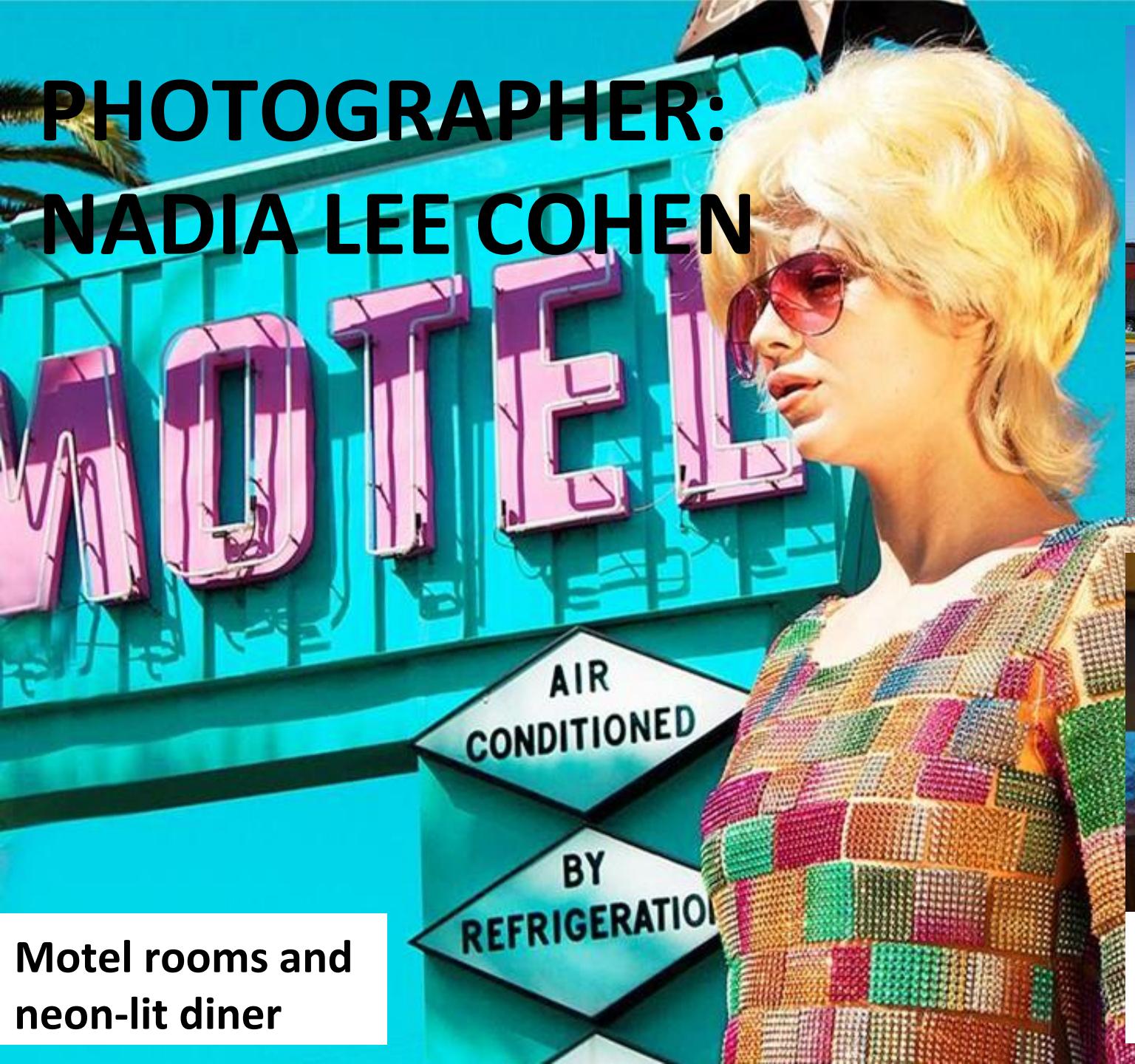


Outfit

3rd PHOTOSHOOT



PHOTOGRAPHER: NADIA LEE COHEN



Motel rooms and
neon-lit diner

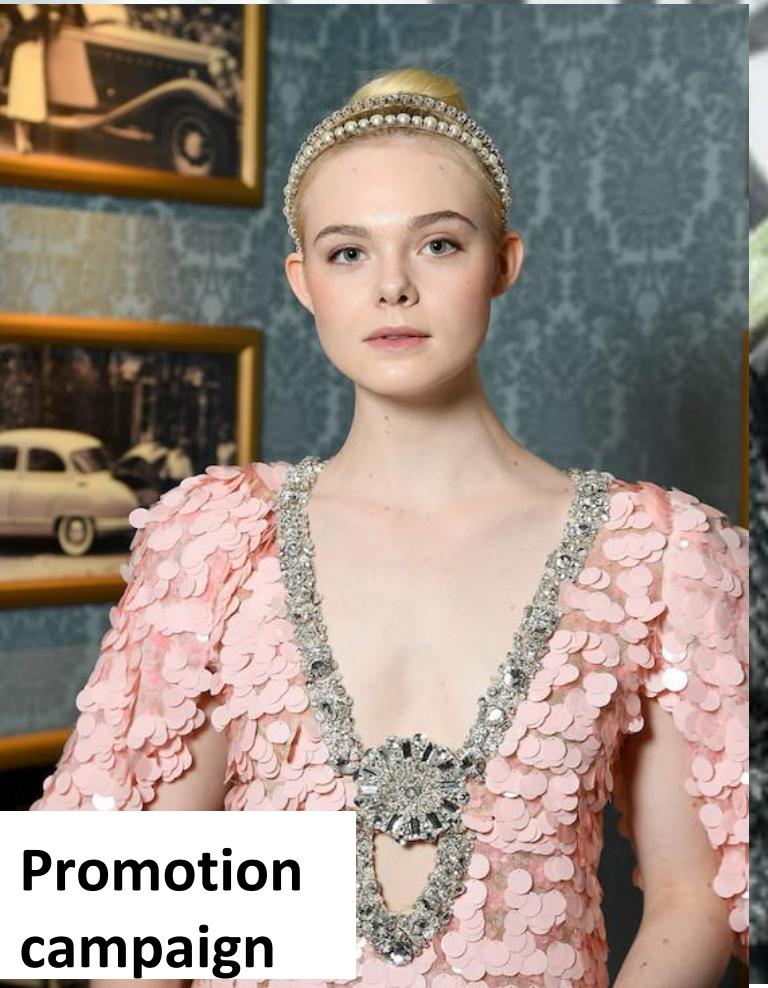


America,
50s/60s/70s



Female characters
with 50s hairdos

MODEL: ELLE FANNING



Promotion
campaign



Model for Miu Miu A/W
2018 Fashion Show

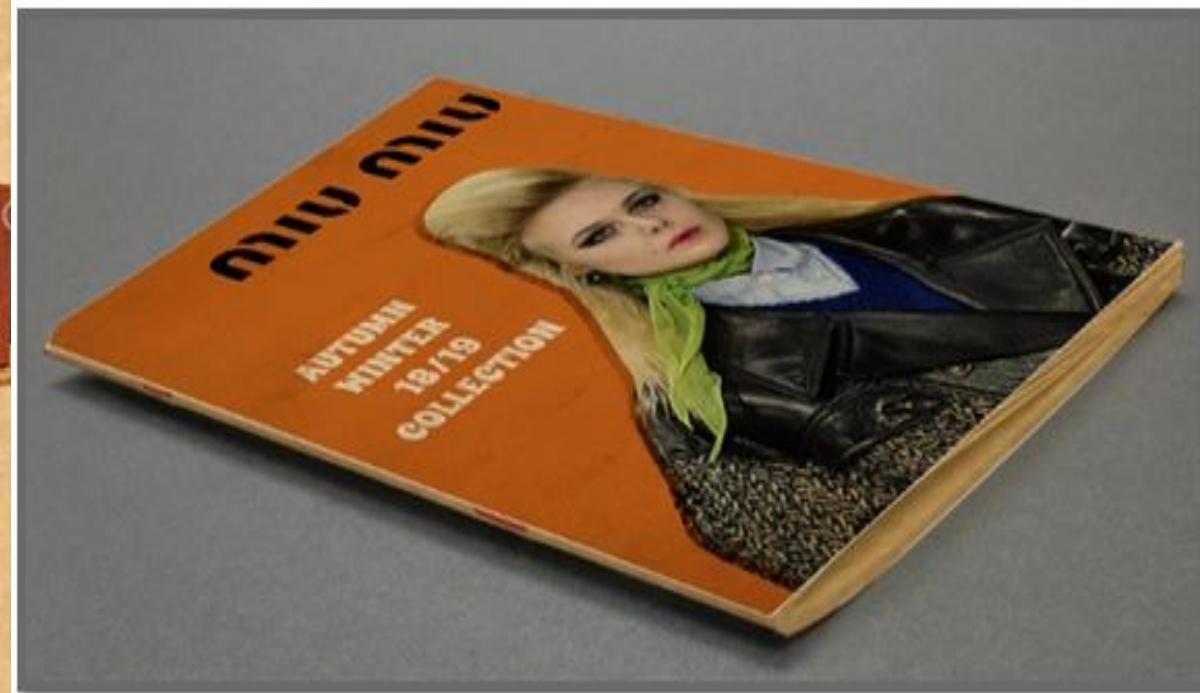


Represents
Miu Miu
aesthetic



Miu Miu Testimonial

CATALOGUE



BINDING TYPE: Saddle Stitch method using wire staples

PAPER QUALITY:

For the internal pages: 150 GSM, Bond paper (vintage color)

For the Cover: 300 GSM, Matt paper

SIZE: A4

WINDOW DISPLAY

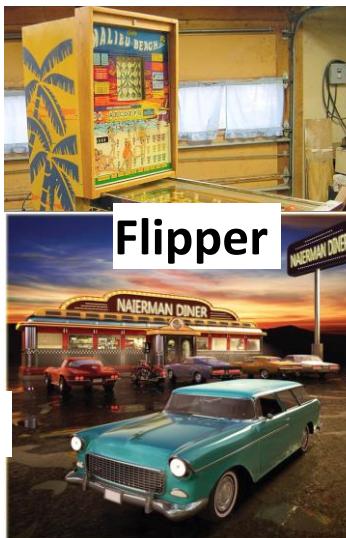
Products



Setup



Lighting



Flipper

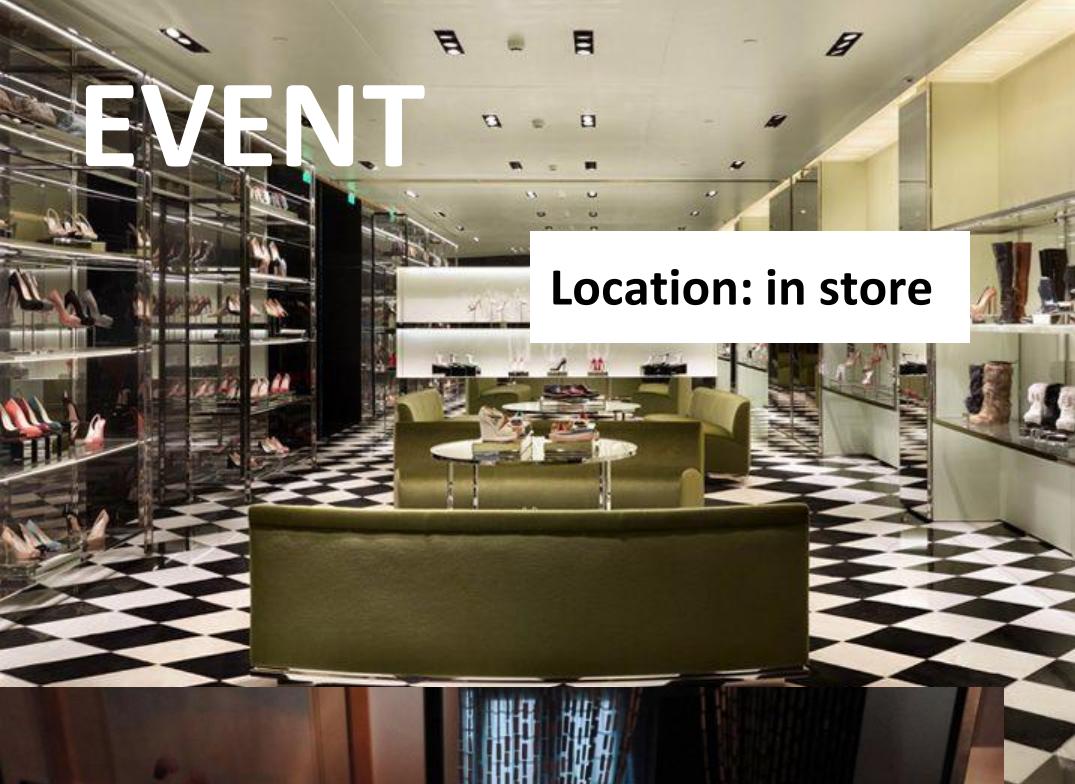
Flooring

Backdrop diner black & white poster

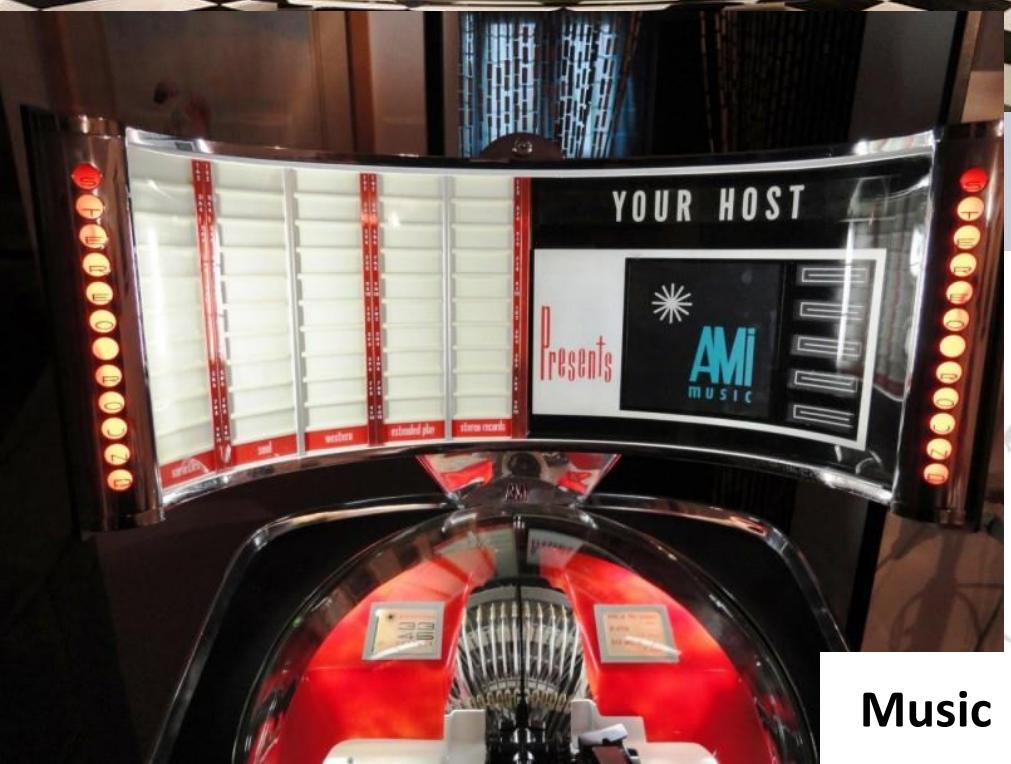
Furniture



EVENT



Music



Special Hair-Stylists

**ROCK
'N' ROLL**



Partnership



Decoration