



# MIU MIU

## EYEWEAR

- HISTORY
- BRAND VALUES
- ICONIC STYLES



# HISTORY

HISTORY

BRAND VALUES

ICONIC STYLES

LAUNCH OF THE **FIRST** MIU MIU FASHION COLLECTION

1992



**FIRST** MIU MIU SHOW IN PARIS

2006

REPOSITIONING OF MIU MIU EYEWEAR COLLECTION

2011



LAUNCH OF **MIU MIU** WOMEN'S TALES PROJECT

MIU MIU MOVES TO PARIS

2014

LAUNCH OF **FIRST** MIU MIU FRAGRANCE

2015



**10 YEAR RENEWAL** OF MIU MIU AND LUXOTTICA PARTNESHIP

2016



MIUCCIA IS NOMINATED **WOMAN OF THE YEAR**





# BRAND VALUES

**INSTINCTIVE & PLAYFUL**  
COUNTERPART OF PRADA

**CONTRADICTIONARY & EXPERIMENTAL**  
ALPHABET

**FEMININE & INTELLECTUAL**  
SPIRIT





# BRAND TARGET: GIRLS AT HEART

**INTIMATE & LIGHTHEARTED**  
SPIRIT

**SENSUAL & YOUNG**  
SOUL

**PROVOCATIVE &**  
**FASHION-CONSCIOUS**  
MOOD



HISTORY

BRAND VALUES

ICONIC STYLES





# ∞ ICONIC STYLES

## NOIR

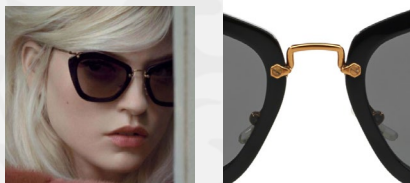


MU 10NS



MU 13NS

PRESENTED AT FIRST DURING THE **FALL/WINTER 2011** MIU MIU CATWALK, **NOIR** SUNGLASSES EXPRESS THE RICH, CONTROVERSIAL AND **MULTIFACETED PERSONALITY** OF THE MIU MIU WOMAN. THE COLLECTION IS INSPIRED BY THE MOOD OF THE BEAUTIFUL AND SOPHISTICATED ACTRESSES OF SILENT FILMS IN THE **'40S** AND **'50S**. THE ICON STYLE IS **MU 10NS**, WHICH IS REFRESHED WITH NEW COLORS AND MATERIALS (**GLITTERS, SUEDE, CRYSTALS, SATIN**).



## RASOIR

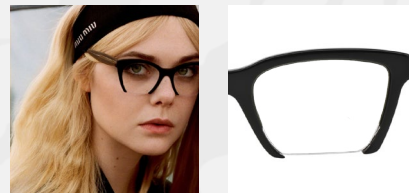


MU 03QV



MU 04NV

PRESENTED AT FIRST DURING THE **SPRING/SUMMER 2013** MIU MIU CATWALK, **RASOIR** SUNGLASSES CONVEY A FRESH VIEW OF **CONTEMPORARY FEMININITY**. AN AVANT-GARDE DESIGN IS COMBINED WITH THE SENSUAL SPIRIT OF MIU MIU. THE FRAME'S LOWER PART SEEMS TO BE **CLEAR-CUT**, UNDERLINING A **REBELLIOUS** ATTITUDE BETWEEN **ELEGANCE** AND **MODERNISM**. THE RASOIR STORY TRANSFORMS, EXPRESSING THE DUALITY OF WOMEN'S PERSONALITY THROUGH DIFFERENT COLORS AND MATERIAL COMBINATIONS.



## REVEAL

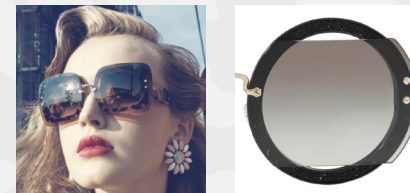


MU 01RS



MU 06SS

PRESENTED AT FIRTS DURING THE **FALL/WINTER 2015** MIU MIU CATWALK, **REVEAL** SUNGLASSES EXPRESS A CREATIVE COMBINATION OF **CONTRASTS**. THE LARGE QUIRKY FRAMES ARE BALANCED WITH GRADIENT TRANSPARENT LENSES. IN AN **OVERLAPPING** GAME, SHIELD LENSES ARE OVER-APPLIED ON THE FRONT'S REAL MIU MIU **GLITTER FABRIC**. THE REVEAL STORY ALWAYS EVOLVES, MIXING DIFFERENT ELEMENTS AND CONSTRUCTIONS TO EXPRESS NEW AVANT-GARDE CONCEPTS.



## SCENIQUE



MU 52SS



MU 54SS

PRESENTED AT FIRST DURING THE **SPRING/SUMMER 2016** MIU MIU CATWALK, **SCENIQUE** SUNGLASSES REFLECT THE **TWISTED, GLAM ROCK SPIRIT** OF THE RUNWAY, BLENDING 50'S AND 70'S VINTAGE STYLE WITH EXTREMELY FEMININE AND SINOUS SHAPES. THE **UNCONVENTIONAL** AND **AVANT-GARDE DESIGN**, WITH **DISTINCTIVE, CURVY, DELICATE METAL TEMPLES**, IS IN LINE WITH RECENT EYEWEAR TRENDS. THE SUCCESSFUL SCENIQUE STORY CONSTANTLY PROPOSES ON-TREND EVOLUTIONS.

