

MIU MIU “PICNIC” POP-UP STORE OPENING ISETAN, TOKYO, JAPAN

February 7 – 13, 2018: Miu Miu opens a “Picnic” Pop-Up store at the prestigious Isetan department store in Tokyo, Japan. Complete with grassy meadow, wild flowers and picnic hampers, the space is a characteristically mischievous play on pastoral pursuits, juxtaposing the luxurious and the whimsical and ensuring the Miu Miu girl has fun in the sun.

The space is home to bags, shoes, small accessories and jewellery, all referencing a summery outdoor theme. Leather-trimmed woven baskets in ice-cream colours – strawberry, vanilla, lemon, pistachio and more – are embossed with the iconic Miu Miu logo, while scallop-edged leather bucket bags in black, tan, red and white and drawstring faille pouches printed with daisies are all available.

Miu Miu sneakers and high-tops in powder pink and blue, burgundy, navy, black, white, silver and gold are finished with crystals and have the Miu Miu logo stamped on their soles. The Miu Run trainer sparkles with a silver glitter finish and white leather sneakers are decorated with a three-dimensional hot pink hibiscus bloom or laced with gingham ribbon and adorned with playful, embroidered patches reading Miu Miu and Forever.

An exclusive collection of Miu Miu micro-jewels features sweet strawberries, apples and pineapples. Sunglasses are edged with diamanté or have raspberry pink heart-shaped lenses.