



*press release*

## **MIU MIU DISCO POP-UP STORE OPENING PARAGON MALL - SINGAPORE**

February 7, 2018: Miu Miu opens the Disco Pop-Up, a temporary store in the prestigious Paragon mall on Orchard Road, Singapore. The space, which is framed in hot pink features glittering Miu Mu disco balls and a mirrored bar. In line with the glamour of the surroundings, the Miu Miu Disco Pop-Up store will be home to an especially appealing selection of bags, shoes, small leather accessories, jewelry and T-shirts.

The bag offering includes the nappa leather Crystal , in colours including gold, silver, periwinkle, rose and black. As well as a crystal clasp and jewelled chain strap, large jewels are hand-placed on the bag's front surface adding to the sparkle. Also available is the My Miu, in nappa and matelassé leather, in equally desirable shades, with its distinctive oversized diamanté brooch fastening and classic chain handle. Like a piece of jewellery in its own right, the Miu Lady is here too, in matelassé leather again with a leather and chain handle and buckle set with antique stones in a quintessentially feminine and delicate palette. Of course, no Disco would be complete without shoes to dance in. With this in mind elegant satin pumps come in black and fuchsia decorated with rainbow-coloured printed silks and more stones.

To commemorate the Year of the Dog, the Miu Miu poodle makes quite an entrance in the form of glitter patches on small leather accessories, sneakers and T-shirts and poodle trinkets, suspended from polished brass or ribbon. For the first time, a dog leash and collar is introduced, the perfect doggie accessories for the Miu Miu girl's four-legged friend. The Miu Miu micro-jewel collection showcases more tiny poodles while larger jewelry pieces feature hearts and arrows, butterflies, tactile ropes of coloured pearls – palest pink, yellow and blue – and crystal encrusted headbands. Finally, Miu Miu eyewear is as fun and fashionable as always, with oversized circular or cat-eye frames.

A series of events - celebrity DJ appearances, a cocktail party where specially commissioned Miu Miu cocktails and canapés will be served, a styling evening and a photo, video and GIF booth – will ensure the Miu Miu Disco is a multi-dimensional and fully immersive Miu Miu experience. The established Miu Miu customer will enjoy the playful and irreverent atmosphere she knows and loves while a new customer will be drawn in by both the joyous ambience and dazzling merchandise on display.

The Miu Miu Disco Pop-Up store is open from February 7 to February 21, 2018.

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