

**מיו מיו**

L'EAU ROSÉE  
EAU DE TOILETTE



THE MIU MIU GIRL MAY SEEM LOST IN THOUGHT, BUT SHE IS NEVER REALLY LOST. AS IN THE LANGUAGE OF A FAMILIAR FILM WHEREIN THE HEROINE SKIPS CLASS FOR A JOYRIDE, OR SKIPS A JOYRIDE FOR A DATE, OR SKIPS A DATE FOR CLASS, THE MIU MIU GIRL REJECTS ONE SEEMINGLY ARBITRARY SET OF RULES FOR ANOTHER. SHE DISDAINS ROUTINE AND FAVORS UNCERTAIN OUTCOME DUE TO THE RUSH SHE FEELS WHEN MAKING A DECISION BASED ON WHIMSY ALONE. SHE UNDERSTANDS AND IDENTIFIES WITH THE IDIOM, "GIRLS JUST WANNA HAVE FUN."

HER EVERYDAY SCENT - LIKE HER EVERY DAY - SPARKLES WITH CONTEMPORARY ENERGY AND INDULGES IN THE ENDURING CLASSICS. MIU MIU HAS ALWAYS BOTH EMBRACED AND CHALLENGED THE CONVENTIONS FROM WHICH ITS IDYLIC FORMS DERIVE. THE REVELATION OF EACH NEW SCENT REMINDS US THAT THE TRUE COMPLEXITIES AND CONTRADICTIONS OF FEMININITY ARE JUST AS ROMANTIC AS OLD WORLD AND CINEMATIC ARCHETYPES.

CONSISTENT WITH A MOOD OF INTROSPECTION SEEN IN RECENT COLLECTIONS, MIU MIU PRESENTS A NEW TAKE ON ITS FIRST FRAGRANCES - MIU MIU EAU DE PARFUM AND MIU MIU L'EAU BLEUE - WITH L'EAU ROSÉE EAU DE TOILETTE. CREATED BY PERFUMER DANIELA ANDRIER, THE JUICE IS A SOFT FLORAL CREATED FROM LILY OF THE VALLEY AND CASSIS BUDS, TIGHTLY WRAPPED IN NOTES OF SOPHISTICATED MUSK. THE EFFECT IS FRESHNESS ENCAPSULATED. AS ITS NAME SUGGESTS, L'EAU ROSÉE IS DEWY AND ALIVE, A BRAND NEW OLFACTORY CHAPTER THAT STAYS TRUE TO THE YOUTHFUL YET ERUDITE MIU MIU STORY.

THE PARFUM



THE L'EAU ROSÉE BOTTLE INVERTS AND DISTORTS THE COLOR SCHEME OF ITS PREDECESSORS WHILE KEEPING INTACT THE HARD GLASS INTERPRETATION OF SOFT MATELASSÉ - A VISUAL FOR THE CONTRADICTION AT EACH FRAGRANCE'S CORE. A COLORLESS, TRANSLUCENT BOTTLE MODERNIZES THE ICONIC SHAPE WHILE REFERENCING A MORE CLASSIC COLOGNE VESSEL. WHILE THE BOTTLE HAS GONE CLEAR IN ORDER TO REVEAL ITS ROSE-COLORED LIQUID, THE COLLAR IS NOW A CONTRASTING NAVY BLUE AND THE CAP IS TOPPED WITH AN OPAQUE, OFF-WHITE DISK.

THE BOTTLE



THE FRAGRANCE IS INTRODUCED WITH A NEW CAMPAIGN FILM STARRING MIU MIU MUSE STACY MARTIN AND MODEL SIJIA KANG. WRITTEN AND DIRECTED BY THE FRENCH FILMMAKER REBECCA ZLOTOWSKI (*PLANETARIUM*, *GRAND CENTRAL*), IT EXPLORES THEMES OF ESCAPE, EXCESS, AND THE ULTIMATE ECSTASY OF GIRLS JUST HAVING FUN.

THE FILM



STACY, BORED WITH HER BALLET PRACTICE, SPOTS A KITTEN CRAWLING ACROSS A SILL. HIS MOVEMENTS ARE CAREFREE, EXPLORATORY, ADVENTUROUS. INSPIRED, STACY ESCAPES TO FIND SIJIA WAITING OUTSIDE. WHILE THE DUO DRIVES ACROSS PARIS IN A SHINY BLUE CONVERTIBLE, STACY PULLS MORE APPROPRIATE CLOTHES FROM A BAG, ONLY TO FIND A STOWAWAY. THE GIRLS AND KITTEN BOARD A RIVA YACHT ON THE FRENCH RIVIERA AND THE DAY SLIPS INTO EVENING. THEY ARRIVE AT A DREAMLIKE VILLA HOUSING A GROUP OF FRIENDS: A PARTY WAITING FOR ITS GUESTS OF HONOR.

THE FILM



THE PRINT CAMPAIGN FOR MIU MIU L'EAU ROSÉE, PHOTOGRAPHED BY ALASDAIR MCLELLAN, ILLUSTRATES THIS ADVENTURE OF THESE TWO YOUNG WOMEN EXPERIENCING THE ULTIMATE DAY OUT WITH FRIENDS.

THE CAMPAIGN