



press release

MIU MIU FALL-WINTER 2020 COLLECTION

TOYING WITH ELEGANCE

The enduring fascination of charm, an exercise in attraction - fashioning pleasure, and the pleasure that fashion can give. The Fall/Winter 2020 Miu Miu collection riffs on the symbolic values of femininity - the result not fashion as pure conceptual conceit, but as theoretical exercise put into real practise. A search for a true and genuine experience of enjoyment. Charm as positivity - a value to lift the spirit.

Charm is expressed through clothes that not only impress on others, but help reframe a perception of the wearer in their own mind. Femininity and femaleness here is perceived as strength: charm is a prized personal attribute. Defying its conventional definition as the art of delighting others, the notion of charm need not be passive: here it is an active state also of the self, an attitude cultivated for the benefit of one's own self, rather than for others.

Playful grandeur, toying with elegance, gestures to the spectacular. Dressing up. Evening is found through everything, using archetypal proportions of occasion wear to elevate garments. The uniforms and liveries of cocktail and evening become circadian costume. Excitement is discovered through the extreme.

Trailing coats make a joke at the expense of formality. Elongation of childish proportions give them a new prominence and impact, without a seriousness. Simple cotton drill can be worn with paste pastiche diamonds - a charming contrast.

The show venue is configured as a space for spectacle - a night-time habitat and its habitués, recontextualised. After dark, during the day, everyday.

For further information:

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