

## THE HISTORY

The Miu Miu brand is an experiment in high style and contemporaneity, in which an investigatory femininity is ever-present, from its mix of eclectic references to its innovative engagement with modernity.

Miu Miu Eau de Parfum, the first fragrance, was an instant classic: a youthful floral that mingles Lily of the Valley, Jasmine, Rose Absolute, and an earthier background. Miu Miu L'Eau Bleue is semi-sweet and endlessly fresh with notes that manifest the sensation of starting anew, like the first blooms of Spring. Miu Miu L'Eau Rosée is a subtly rebellious sister, energizing the delicate Lily of the Valley notes with Cassis Buds and Musk.

## THE PARFUM

The latest brainchild of Miuccia Prada and perfumer Daniel Andrier, Miu Miu Fleur D'Argent is the first fragrance in the family to introduce a new top note. The sensual, sophisticated Tuberose is a thicker, more mature white flower. A balanced composition of Musk Accord and the Miu Miu signature undertone Akigalawood provides a buoyant, precocious roundness. Miu Miu Fleur D'Argent quietly conspires: like the layering of a structured jacket over a dazzling dress, the scent starts with a refined arrival, followed by a sensuous expansion.

## THE BOTTLE

The Miu Miu Fleur D'Argent bottle is a contrast of tradition and drama: Clear glass matelassé is more modern than its sister scents, with a silver-painted interior that resembles a medallion in ice. The signature disk stopper is presented in vintage pastel pink, as minimal and fun as tiddlywinks.

## THE CAMPAIGN

Each new Miu Miu fragrance reveals a deeper understanding of the brand heroine, and each new campaign series builds on the last, creating a hypnotic, winding narrative. In the Miu Miu Fleur D'Argent campaign, photographed by Alasdair McLellan with an accompanying film by Rebecca Zlotowski, Miu Miu muse Stacy Martin and a kitten friend find adventure in the next chapter.