

THE WORLD OF MIU MIU



1993

BRAND BIRTH

founded by Miuccia, granddaughter of Prada's founder & titled after Miuccia's childhood nickname



2004

CONSECRATION

Miuccia awarded best international designer



2006

INTERNATIONAL FOOTPRINT

after hosting its fashion show in New York, London and Milan, Miu Miu establishes itself in Paris



2011

WOMAN'S TALES

Miu Miu launches its unique series of short films directed by distinctive female filmmakers, empowering women



2015

LAUNCH OF THE FIRST MIU MIU FRAGRANCE



2020

SUSTAINABILITY

Miu Miu Upcycled: the eco-responsible capsule of vintage clothes transformed & reinvented



2022

BRAND OF THE YEAR

Miu Miu S/S22 micro mini skirt named sensation dress of the year



2025

MIU MIU FRAGRANCE

the new feminine pillar fragrance is launched

MIU MIU