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SWIMWEAR

MIUMIU SUMMER..



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ABOUT MIUMIU



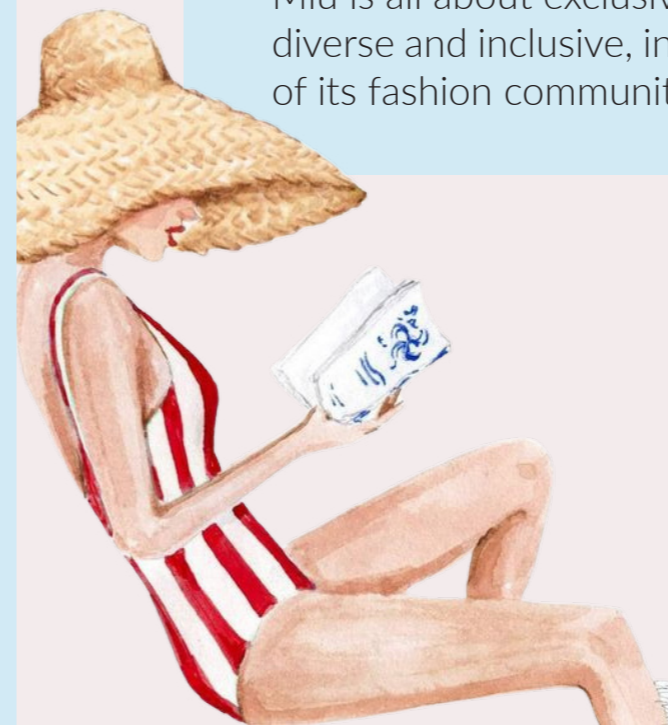
MiuMiu is a luxury Italian brand that was founded in 1993 by Miuccia Prada, who is the granddaughter of Mario Prada, the founder of the company. Miuccia Prada became a member of the Prada Group after establishing the label. Through the use of vibrant colors, daring patterns, and bold embellishments, the brand portrays a female who is self-assured and aware of her surrounding environment. To put it simply, Miu Miu exemplifies the most daring and attractive facet of modern femininity, which is characterized by creativity and individuality. A prominent fashion presence, as well as accessories, are incorporated into the designs, with an emphasis placed on the fact that they are equally stunning and feminine. At the same time, the personality of the brand can be characterized as being feminine, sexy, sophisticated, and self-assured. MiuMiu's prices are lower than those of its parent firm, despite the fact that it is a high-end brand; this is one of the reasons why younger people choose to shop there. On top of that, the harmony between elegant and provocative designs has an effect on the generation. Because MiuMiu is more youthful and the price range is lower than that of MiuMiu's older sister, Prada, the primary clientele of MiuMiu are members of Generation Z and members of the Millennial (Millennial) generation. Furthermore, they are well-known for their capacity to collaborate with emerging designers and artists in order to generate impactful campaigns and events such as red carpets, movies, and editorials. This talent has earned them a prestigious reputation. For this reason, we believe that a swimwear line that would express all of Miu Miu's personality and push women to be the best version of themselves while enjoying the luxury of summer. This collection will bring the sparkle from the 1950/60s and glamour high-quality pieces that will take everyone's breathaway.



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MISSION

In the world of high fashion, Miu Miu is all about embracing youth, originality, and personality. The brand is always trying out new things with designs, materials, and ideas in an effort to revolutionize the fashion industry. On top of that, they want people to feel safe enough to embrace their individuality and express themselves via fashion. Even though Miu Miu is all about exclusivity and luxury, the brand is actively working to be diverse and inclusive, inviting people from all walks of society to be a part of its fashion community.



VALUES



CREATIVITY

Due to their innovative spirit and desire for constant reinvention, Miu Miu's designs have become highly sought after by both consumers and competing brands where they try to copy the designs and aesthetic. Miumiu is known for her unique and trend-setting designs. Inspiring other companies and individuals with its designs and concepts, the Miu Miu never lets anyone disappointed.

AUTHENTICITY

When it comes to her ideas, MiuMiu is truthful. To be pertinent, the brand is always looking to the future and adapting to its environment. Still, they stick to their ideas when it comes to designing the pieces and their message: they are timeless, feminine, and alluring. Miuccia enjoys giving new life to classic Miu Miu collections.

BEAUTY

Maintaining a beautiful self-image is one of miumiu's primary goals with their products. With their products, miumiu strives to make women feel like the best versions of themselves and to achieve beauty. Despite the fact that their femininity brings out the beauty of everything, they absolutely adore experimenting with a seductive and elegant balance between the designs. Where sophistication and sexiness come together in a sutil collection.

PASSION

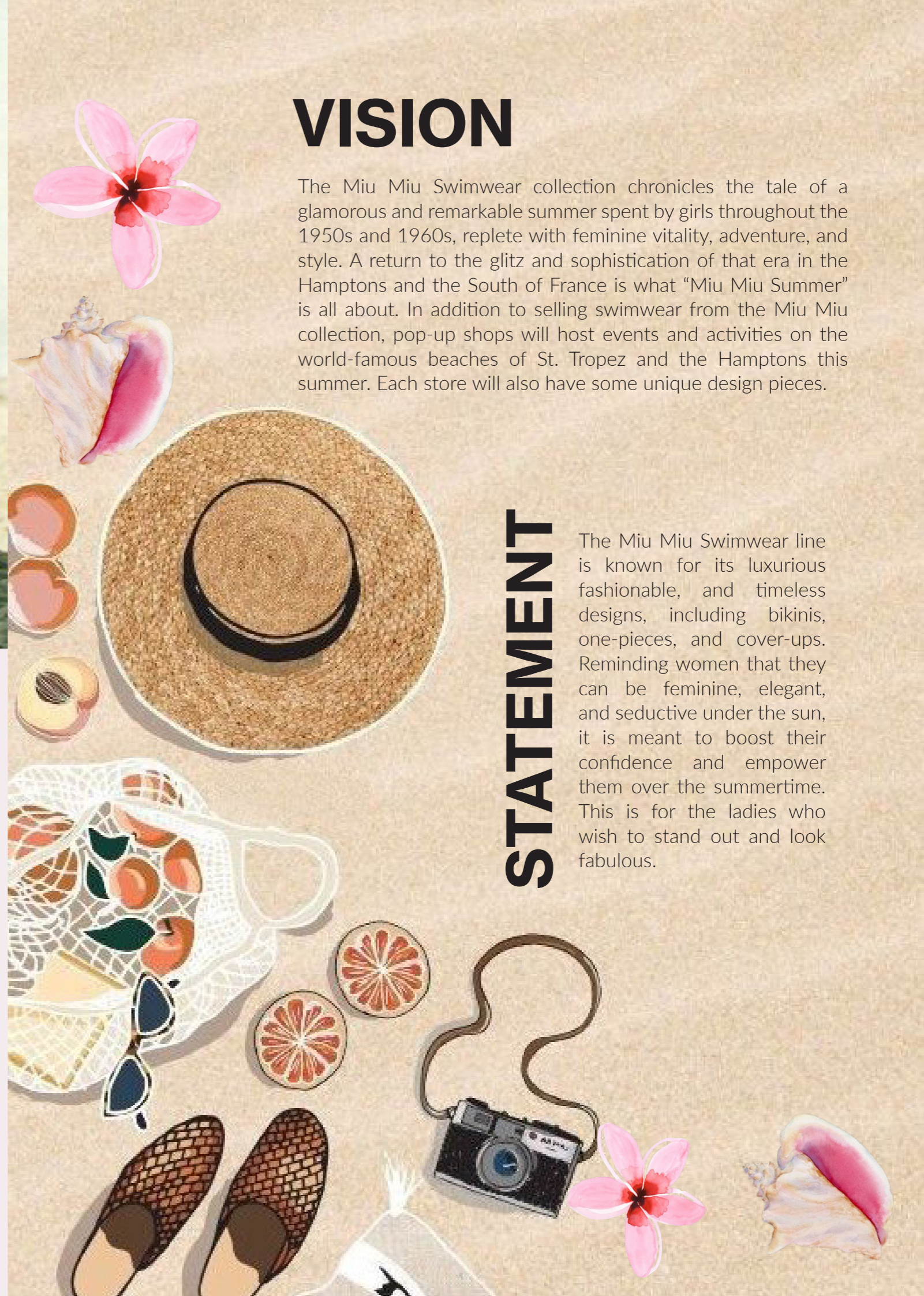
Miumiu has a passion for what they do and their clients, they are very important to them. Both fashion and their heritage hold a special place in their hearts. They adore to remember the past but always looking forward for the future. Transforming into their most improved selves while maintaining the same high standard of the pieces in a more sustainable e and environmentally friendly manner.

VISION

The Miu Miu Swimwear collection chronicles the tale of a glamorous and remarkable summer spent by girls throughout the 1950s and 1960s, replete with feminine vitality, adventure, and style. A return to the glitz and sophistication of that era in the Hamptons and the South of France is what "Miu Miu Summer" is all about. In addition to selling swimwear from the Miu Miu collection, pop-up shops will host events and activities on the world-famous beaches of St. Tropez and the Hamptons this summer. Each store will also have some unique design pieces.

STATEMENT

The Miu Miu Swimwear line is known for its luxurious fashionable, and timeless designs, including bikinis, one-pieces, and cover-ups. Reminding women that they can be feminine, elegant, and seductive under the sun, it is meant to boost their confidence and empower them over the summertime. This is for the ladies who wish to stand out and look fabulous.



PEN PORTRAIT



NICOLE JONES

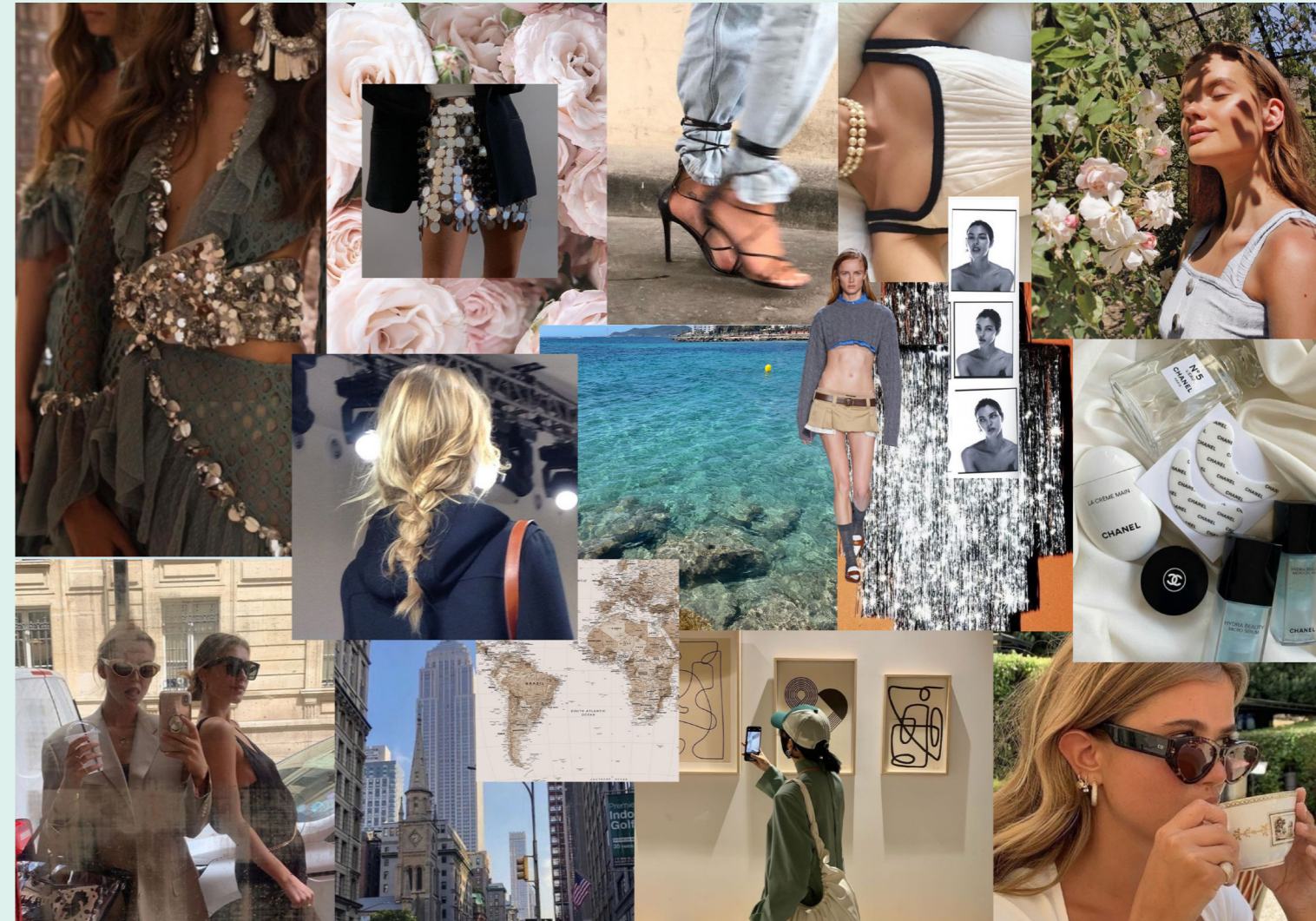
Address :

123 Park Avenue, New York,
Upper East side 12345

Nicole is a 22-year-old American girl who lives between New York, where she was born, and Europe where she went to high school. Having an extravagant lifestyle but liking to be low-key sometimes. Nicole's unique sense of self and fashion-forward mind make her a "it-girl" among those who know her. She tries to show who she is through the things she does and the clothes she wears. Her family always supported her in exploring new cultures and meeting new people around the globe to be aware of her surroundings. For this reason, Nicole has been taking many trips worldwide since childhood, especially in the summer, where she meets interesting and well-connected people from other countries. Her friends are around the world due to her being extrovert and communicative, and extremely kind and welcoming. She is passionate about what interests her and loves to share her thoughts and opinions online, especially on Instagram and TikTok. Nic is a strong, feminine woman who loves fashion, art, and travel. With her youthful elegance, her style can be defined by being feminine, sexy, sophisticated, and confident, preferring to invest in timeless and modern pieces that she can pass on to her kids later on. Seeking high quality and not supporting fast-fashion brands, she only buys from slow-fashion, medium to high-end, or luxury brands that match her aesthetic. Nicole has a strong opinion about things, especially her taste, so for this same reason, she is not a girl who will hop into micro trends and change her shopping preferences.



TARGET CONSUMER



DEMOGRAPHIC

- AGE: 18 to 40
- INCOME: medium to high
- CLASS: A and B
- GENDER: Female
- REGION: Europe and United States of America
- EDUCATION: Completed BA

BEHAVIOR

- Unique and strong opinions (just do what she likes)
- High use of Instagram and TikTok (Aware of the trends)
- Share her daily life on Instagram for her friends and family (Organic)
- Always has her device and uses Apple Pay mostly
- Spends +- \$2500 a month in shopping
- Buy luxury items with her parents' money mostly every 45 days
- "It-Girl" vibes, loves fashion and travelling and is always well-dressed in her own style (feminine, sexy and sophisticated)
- Goes to the most cool and exclusive places due to her networking skills and friends she made around the world

PERSONALITY



FEMININE - CHIC - SEXY - EMPOWERING - YOUTHFUL - TIMELESS

For the summer, MiuMiu Swimwear is all that a young woman could possibly desire. We want to be able to transfer the spirit of the brand into items which will be designed to be inspired by a female figure that is both brave and seductive while also being incredibly feminine and chic. Not only do we want our clients to feel gorgeous because they are wearing our new range, but we also want them to see the warm season with fresh eyes, much like people did during the glamorous era of the 1950s and 1960s in the Hamptons and the South of France, when fashion was everything and the designs were to die for.

TON-OF-VOICE

Reflecting the persona of the MiuMiu is a combination of sophistication, elegance, and an air of playfulness. Miu Miu has a tone of voice that is both feminine and confident, which allows the client to relate to the brand in a friendly way. However, the sense of luxury and exclusivity that is given by Miu Miu's voice makes the label a favorite among individuals who place a high value on the positive aspects of life.

TAGLINE

“ The glimpse of summer: sunlight on your skin, the salt in your hair, the wildness inside you- for an playful and elegant Swimwear, MiuMiu ”



PRODUCTS

For the hottest summer days, a woman needs nothing less than the MiuMiu swimsuit collection. Those who desire to radiate confidence in a bikini and achieve a glamorous look will love this line. With designs reminiscent of the glamorous '60s, these pieces will add a touch of class to any outfit, day or night. There isn't a single style or taste that this line doesn't suit. We enlisted the aid of certain Brazilian designers to ensure that our product accentuates the allure of Brazilian swimwear while fitting all body types flawlessly.

Bikinis, swimsuits and cover-ups will be part of our range, and we guarantee you will want to buy them all. The Miu Miu Girl persona serves as an inspiration as we strive to embody the perfect blend of femininity and confidence in our designs. One of our primary goals is to create timeless pieces that embody the Miu Miu aesthetic through the use of high-quality, long-lasting materials. As the seasons progress, it will shape you as an individual never getting tired of the pieces. Everything from the cut to the little details is carefully considered when designing a Miu Miu swimwear. Those who shop from this collection will have their purchases accompanied by newly designed specially for this line, items such as a shopping bag, box, tag, and satin gift pouch. Additionally, customers who buy from the pop-up stores will be given a tote bag as an incentive to purchase.



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SOCIAL MEDIA

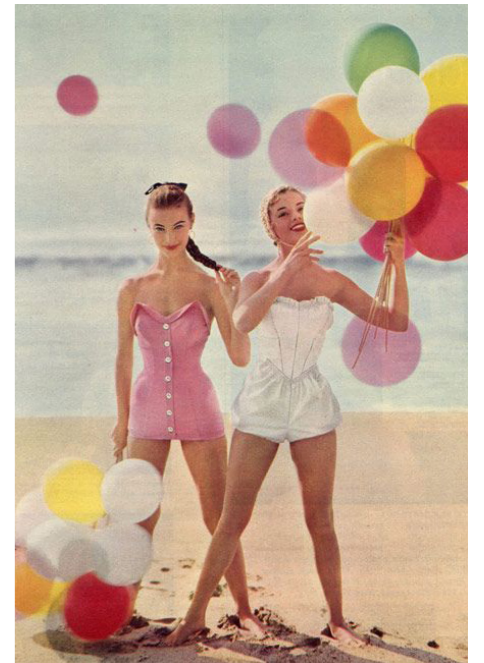
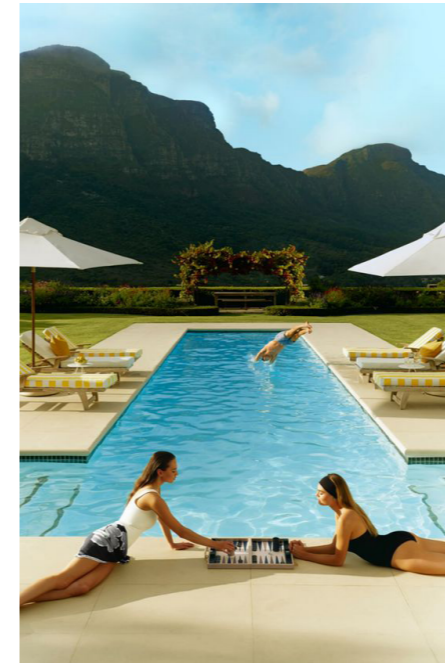
Among Miumiu's many strengths include its marketing and branding efforts. Their personalities manifest in photographs, videos, and runaways that are shared on social media and in advertising. Using social media to promote and showcase both the products and the new idea during the line's launch will be crucial, and since the Prada Group's brand, heritage, and money are all perks, we will have the resources to produce a really creative and glamorous marketing. We wish to go on with the Miu Miu social media strategy's goal of creating stories with a unique aesthetic and creative vision in order to interact with customers. We will prioritize Instagram and TikTok because they are the most popular platforms among millennials and Gen Z, which is the brand's main consumer (The brand hopper, 2023). These platforms will allow us to connect with our customers on a personal level by sharing campaign and production behind-the-scenes footage, MiuMiu swimwear, pop-up stores, fashion films, live photos, and classic lookbook images. The Prada group states that Miuccia Prada views cinematic art as a language that transcends fashion and allows for instantaneous, direct communication with people via the use of visuals and music. Posting the watercolour drawings about the collection will also have a greater influence on the brand story, which is exactly what Miuccia wants and thinks. We hope that our warm welcome and the desire to own a piece of our collection will leave our consumers wanting more.

Promoting the brand with worldwide influencers and artists who align with the company's principles, personality, and goals was the objective behind developing the "Miu Miu Girls" approach. Throughout the globe, nonstop advertising, materials, travel, and events helped make this happen. The "it-girls" all over the world will be our primary audience for this initiative since we want to persuade other women that having the line in the summer is a "necessary" need and also empower them in swimwear. Since these regions make up the bulk of the campaign's target audience, the United States and Europe will be the primary launch locations (similarweb, 2024). As a result, those specific locations will be the center of attention for influencers and celebrities. Some macro-influencers and current Miu Miu Girls will be invited to the trip, while others will get a PR package to share social media posts using the hashtags #MiuMiuSummer and #MiuMiuSwimwear.



CAMPAIGN

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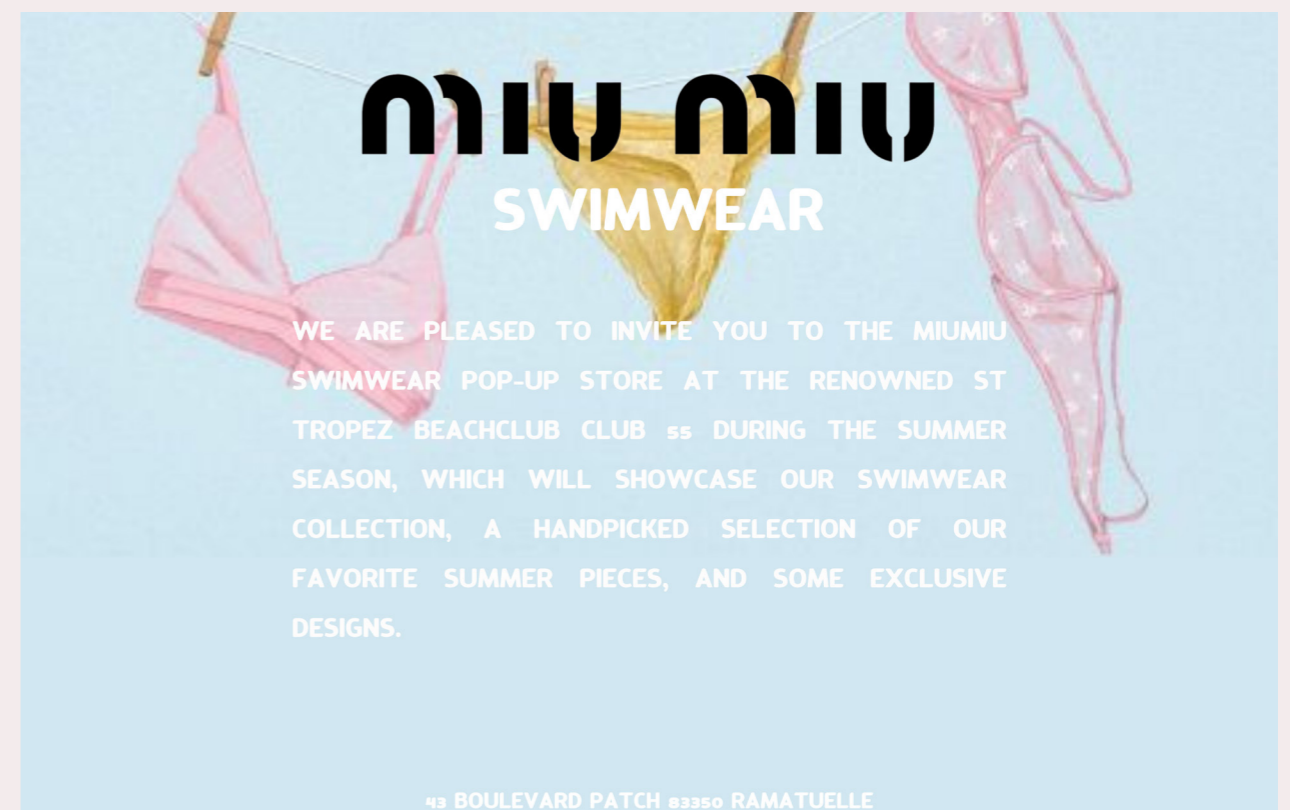


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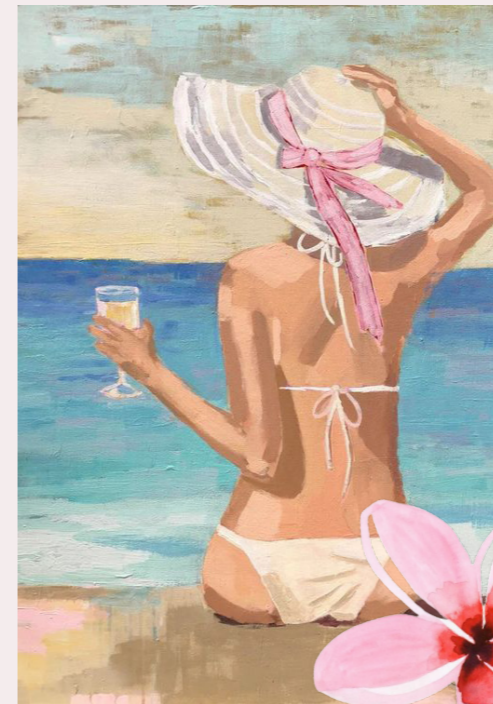
In the fashion film that will be used to introduce the collection to the public audience, it will be portrayed towards the context of the glamorous era of the 1950s and 1960s, when luxury and elegance were the primary concerns. Imagine spending the summer in the South of France but with a youthful and stylish twist. Imagine spending the summer with your girlfriends, having a great time and not bothering about any worries. Our goal is to have old money vibes, but with MiuMiu. A combination of feminine and refined. The use of film cameras and super-8 will be the primary focus when it comes to shooting the campaign, as this will result in a more grainy and vibrant appearance. In addition, the objective is to incorporate aspects that are compatible with the style of the MiuMiu Swimwear collection, with the goal of selecting poses and surroundings that are both girly and powerful. The selection of colors will be bright and pastel, and there will be a large number of summer things that may be personalized, such as the umbrella and the pool chairs. In addition to being utilized on the website and catalog, these videos and photos will also be used to promote the campaign on other social media platforms and other channels.

POP-UP & TRIP

The most exciting part of this line launched will be two trips with different influencers to promote the products and the collaboration. The events will take place in the warmer months, with one location in the Hamptons catering to American clients and the other in St. Tropez, south of France, to those in Europe and beyond. During the course of three or four days, a group of captivating, fashionable, and feminine women—representing the brand's identities and aesthetics—will visit the coast while promoting MiuMiu new line. With the need to provide content for platforms like Instagram and TikTok, each location will have its own schedule of events and must-visit locations like the Pop-Up stores in the designated places.



VISUAL BRANDING IDENTITY



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TITLE

SUBTITLE



WEBSITE MOCKUP



For the Miu Miu website, there will be a new tab containing the swimwear line and some summer picks of the current collection, like a variety of sunglasses, bags, hats, and cute outfits that match this new line. Not only that, but to bring more attention to the customer and bring more awareness to this new collection, there will be a fashion video of the campaign and live pictures of the designs as soon as you enter the website. This will make the viewer interact with and create a curiosity about what this is all about. For the ADs, there will be photos of the campaign around the cities where people can pass by and notice, like at bus stops, posters, underground, and taxis.

AD MOCKUPS



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Moodboards: all created in pinterest (I made a folder <https://br.pinterest.com/gabicutrona/muumuu/>)

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Club 55 (2023) water color drawing 2 [ONLINE]. Available at: <https://www.club55.fr/>

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Pinterest (no date) water color girl [ONLINE]. Available at: <https://pin.it/2QMDAcR7t>

Pinterest (no date) water color pool [ONLINE]. Available at: <https://pin.it/2QMDAcR7c>

Pinterest (no date) girls vintage [ONLINE]. Available at: <https://pin.it/2QMDAcR6y>

Pinterest (no date) shopping bag [ONLINE]. Available at: <https://pin.it/2QMDAcR8i>

Pinterest (no date) women at the beach pink [ONLINE]. Available at: <https://pin.it/PT7VL2tOr>

Pinterest (no date) drawing [ONLINE]. Available at: <https://pin.it/2QEykqZlt>

Pinterest (no date) swimsuit pink [ONLINE]. Available at: <https://pin.it/EOFMOOhMC>

Pinterest (no date) bikinis watercolor [ONLINE]. Available at: <https://pin.it/nQf3E0YK5>

