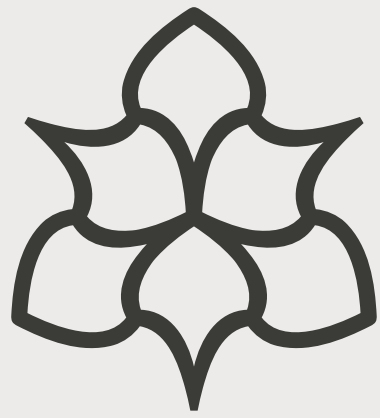


MIU MIU X SMEG

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Manchester
Metropolitan
University

MANCHESTER
FASHION
INSTITUTE

BUSINESS NAME
& LOGO

miu miu x smeg

OUTLINE OF
PROPOSED SOLUTION




Image 05 - miu miu x smeg barware collaboration with miu miu imprints

According to Morwenna (2025) Miu Miu, established in 1993 by Miuccia Prada, operates as the avant-garde subsidiary of the Prada Group, offering a playful and experimental counterpart to Prada's classic elegance. In recent years, Miu Miu has experienced a remarkable surge in popularity, positioning itself as one of the most sought-after brands in the luxury fashion industry. And Malika at Vogue (2024) stated that in the third quarter of 2024, the brand's revenues more than doubled, achieving a 105% year-on-year increase, and a 57% rise over the first nine months of the year, reaching €854 million.

This impressive growth is attributed to several strategic initiatives:

- Fresh and Innovative Design - Morwenna states Miu Miu has indeed harnessed today's trends with an interesting style of its own and Shouyu (2024) notes the Spring/Summer 2022 collection had minimal ultra-cropped tops and minute-micro skirts which championed the Y2K revival and have been widely featured in all major fashion media.
- Reinvented Brand Approach - Shouyu (2024) at LBSS states Miu Miu went from being a brand for young girls' to championing a more youthful spirit for all ages, and features this approach in its runway shows and campaigns.
- Effective Marketing, and Cultural Relevance - Andrea at VSSG (2025) explains how their collaborations with new voices, and with cultural events including film and writing, have expanded the brand's exposure and role in the cultures they are marketing within.

Identified Challenge: Sustaining Growth Amidst Market Saturation

While the company has had great success in location based growth, Miu Miu must now contend with the challenge of continuing to grow in an increasingly saturated luxury fashion marketplace. The meteoric rise in popularity carries the perils of market saturation and consumer fatigue. Analysts have noted that though Miu Miu's growth is quite impressive at this time, maintaining this growth will require vital and effective strategic planning and innovation. Shoab highlights in Vogue (2024) that there is a worry that the rapid ascendancy of the brand could quickly become untenable if the growth is not managed well, as consumer appeal can be fickle, and something incredibly popular could go stale quite quickly.



Proposed Approach: Diversification Through Strategic Collaborations

To combat this difficulty, a strategic approach for Miu Miu is to pursue partnerships that fit with its brand image, while opening the brand up to new audiences. One opportunity would be to partner with Smeg, a high-end Italian home appliance manufacturer with a unique retro-design that is known for quality goods.

Rationale for Miu Miu x Smeg Collaboration:

- **Brand Synergy:** Both Miu Miu and Smeg share a commitment to innovative design and a blend of functionality with aesthetic appeal. A collaboration would seamlessly merge fashion with home appliance design, offering consumers unique, stylish products that reflect both brands' identities.
- **Market Expansion:** This collaboration would give Miu Miu access to the lucrative luxury home appliance market, reaching consumers who appreciate high-design in everyday products, thus growing the brand outside of fashion retail.
- **Enhanced Consumer Engagement:** Collaborative products can generate buzz and attract attention from both fashion enthusiasts and interior design aficionados, fostering deeper consumer engagement and cross-industry appeal, it presents opportunity for engagement across consumers and industries.

By venturing into collaborative projects with brands like Smeg, Miu Miu can diversify its product offerings, mitigate the risks associated with market saturation in the fashion sector, and sustain its growth by continually captivating consumer interest through innovative and unexpected avenues.

Pop-ups and brand stunts are expected to grow, driven by the appeal of experiential partnerships that intersect with entertainment and pop culture—though brands must balance innovation with familiarity to avoid alienating customers (Suzzane at Luxury Daily, 2024).

INTERNAL &
EXTERNAL ANALYSIS

Physique

- Playful femininity meets Italian craftsmanship

Relationship

- Aspirational yet relatable consumer connections

Personality

- Quirky, innovative, and nostalgic

Reflection

- Fashion-forward individuals with an appreciation for design

Culture

- Rooted in high fashion and luxury Italian heritage

Self-image

- Confident, creative, and experimental consumers

miu miu x smeg

VALUE PROPOSITION

- Miu Miu - A luxury fashion brand under Prada Group, known for its avant-garde aesthetics and youthful appeal.
- Smeg - An Italian appliance brand synonymous with retro-chic design and high-end functionality
- Collaboration USP - The fusion of fashion and homeware taps into a growing demand for aesthetically driven kitchenware that aligns with lifestyle branding.

ALIGNMENT WITH CORPORATE STRATEGY

- The collaboration aligns with Miu Miu's expansion into lifestyle products and Smeg's association with fashion.
- It enhances consumer engagement by blending aspirational fashion with daily-use products.
- Supports premium positioning through exclusivity and limited-edition appeal.



As the use of experiential collaborations continues to proliferate, driven by emerging technologies, brands are reimagining retail and offering immersive and futuristic experiences where the unexpected is routine. (Roshnowski at Luxury Daily, 2024). The Miu Miu x Smeg collaboration aligns with this trend by merging fashion, lifestyle, and innovation offering consumers a unique, design-driven experience that goes beyond traditional luxury, reinforcing Miu Miu's position as a forward-thinking brand.

Competitive Benchmarking

The home appliance sector has seen a surge in collaborations between fashion and homeware brands:

- **Dolce & Gabbana x Smeg** - Known for its hand-painted Sicilian aesthetics, this collaboration successfully tapped into the ultra-luxury segment.
- **Supreme x Braun** - Targeting streetwear enthusiasts with limited-edition designed household electronics.
- **Gucci x Adidas** - Cross-industry branding to capture fashion-conscious consumers.



According to Isha, 2024. There is a clear generational divide in luxury values: 72% of Gen Z prioritize "ethical exclusivity" tied to environmental or cultural meaning, compared to 45% of Baby Boomers who associate exclusivity with status and price.

Additionally, 71% of luxury consumers prefer limited-edition items, highlighting the strong influence of uniqueness in luxury purchasing decisions.

- **Key Insight:** Successful luxury collaborations rely on exclusivity, heritage storytelling, and aspirational value.

Macro Trends & Cultural Influence

- **Home Aesthetics Boom:** Post-pandemic, consumers invest in home aesthetics as an extension of personal style. Consumer spending on bar accessories is steadily rising, driven by demand for visually appealing and unique items that enhance drinking experiences. Experts suggest that staying aligned with customer preferences and investing in quality accessories is key to staying competitive (Arthur, 2024).
- **Experiential Luxury:** High-income consumers value unique, limited-edition collaborations over traditional luxury goods.

OBJECTIVES

The collaboration between Smeg and Miu Miu-"La Dolce Vita" is expected to spread the market, raise revenue, and strengthen brand standing. These objectives align with Miu Miu's brand strategy and support the brand's growth as a luxury lifestyle brand.

1. Expand High-End Lifestyle Consumer Base

Specific - Attract a new segment of high-net-worth individuals (HNWIs) and lifestyle-conscious consumers interested in luxury fashion and designer homeware.

Measurable - Increase customer acquisition by 25-30%, tracked through social media growth, website traffic, and purchase data from first-time buyers.

Achievable - By leveraging Miu Miu's brand exclusivity and Smeg's premium home appliance reputation, this target audience can be reached through influencer partnerships, elite event marketing, and high-end retail collaborations.

Relevant - Expanding into luxury homeware will diversify Miu Miu's brand presence beyond fashion while reinforcing its desirability among high-end consumers. Compared to the average consumer, luxury buyers are 45% more likely to buy new tech products as soon as they are launched, with smart home products particularly popular (Stephanie at GWI, 2023).

Time-bound - The target should be met within six months post-launch, with quarterly assessments through customer segmentation reports and purchase data analytics (Kapferer, 2017).



OBJECTIVES

2. Drive Revenue Growth and Sell-Through Rate

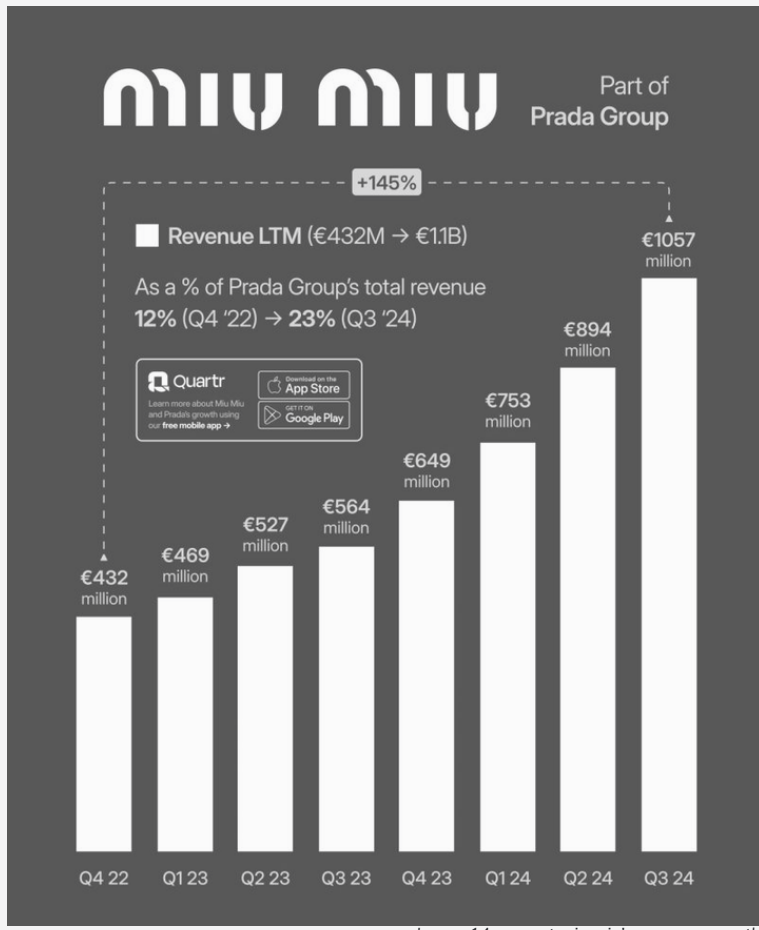
Specific - Maximise product sales and stock movement.

Measurable - Achieve approximately 75-80% sell-through (of the limited-edition collection) within three months, yielding \$4-5 million in sales revenue.

Achievable - The collection is limited in quantity and product type; demand will arise from limited availability of product and campaigns utilizing digital content and influencers (D'Arpizio et al., 2023).

Relevant - Miu Miu's revenue growth was 105% in Q3 2024 (Shoab, 2024), meaning this goal is relevant and is on the upward trend with the lifestyle segment.

Time-bound - Monthly revenue and sell-through tracking will occur during the first three months so any planned marketing efforts can be adjusted in real time as necessary.



STRATEGY

STRATEGIC DIRECTION -
THE BIG IDEA

The Miu Miu x Smeg "La Dolce Vita" collaboration represents a fusion of haute couture, homeware, and mixology, redefining luxury lifestyle experiences. This initiative will position Miu Miu as a bold disruptor in the luxury home and lifestyle sector by integrating fashion, technology, and sensory engagement through immersive AR experiences, an exclusive app-driven mixology event, and interactive digital storytelling.

AR try-on technology benefits from higher consumer awareness compared to other digital innovations like the metaverse and blockchain. Brands are shifting to new success metrics, focusing on factors like user engagement, brand affinity, and return likelihood, similar to how metaverse experiences are evaluated (Vogue Business, 2023).

This campaign is not just simply selling high-end cocktail crockery, it is about building a multi-sensory, culturally engaging experience in which customers don't just purchase products, they enter into an exquisite world of taste, luxury, and digital innovation. The overall strategy will take place in three phases, Pre-launch, Launch, and Post-launch phase creating maximum hype, engagement, and longevity.



KEY STRATEGIC
COMPONENTS

1. Pre-Launch: Digital Hype & AR-Integrated Engagement

- **"Mixology in Motion" App** - An exclusive, first-of-its-kind Miu Miu x Smeg AR-powered mixology app that allows users to virtually craft cocktails using Miu Miu glassware before the collection launches. AI-generated couture-inspired cocktail recipes are unlocked through Instagram filters and interactive QR codes found in select Miu Miu and Smeg flagship stores. And unique customised recipes for customers.

A mobile optimized e-commerce site provides similar advantages to an app at a lower cost, while apps, when successful, yield more purchases, bigger baskets and more spending potential. People check their devices more than 50 times a day, and mobile retail sales in the United States will grow to 8.7% by 2026, up from 4.1% in 2019 (Bain, at BCG, Jan 2023). This trend clearly supports the value of an exclusive brand collaboration, like Miu Miu x Smeg's cocktail app, which is a unique offering that has not been seen before in the luxury sector.

- **Teaser Influencers & Digital Storytelling** - Partner with iconic mixologists and high-fashion influencers to tease the campaign with a cinematic social media series, displaying Miu Miu's ability to blend high fashion and home.



TACTICS

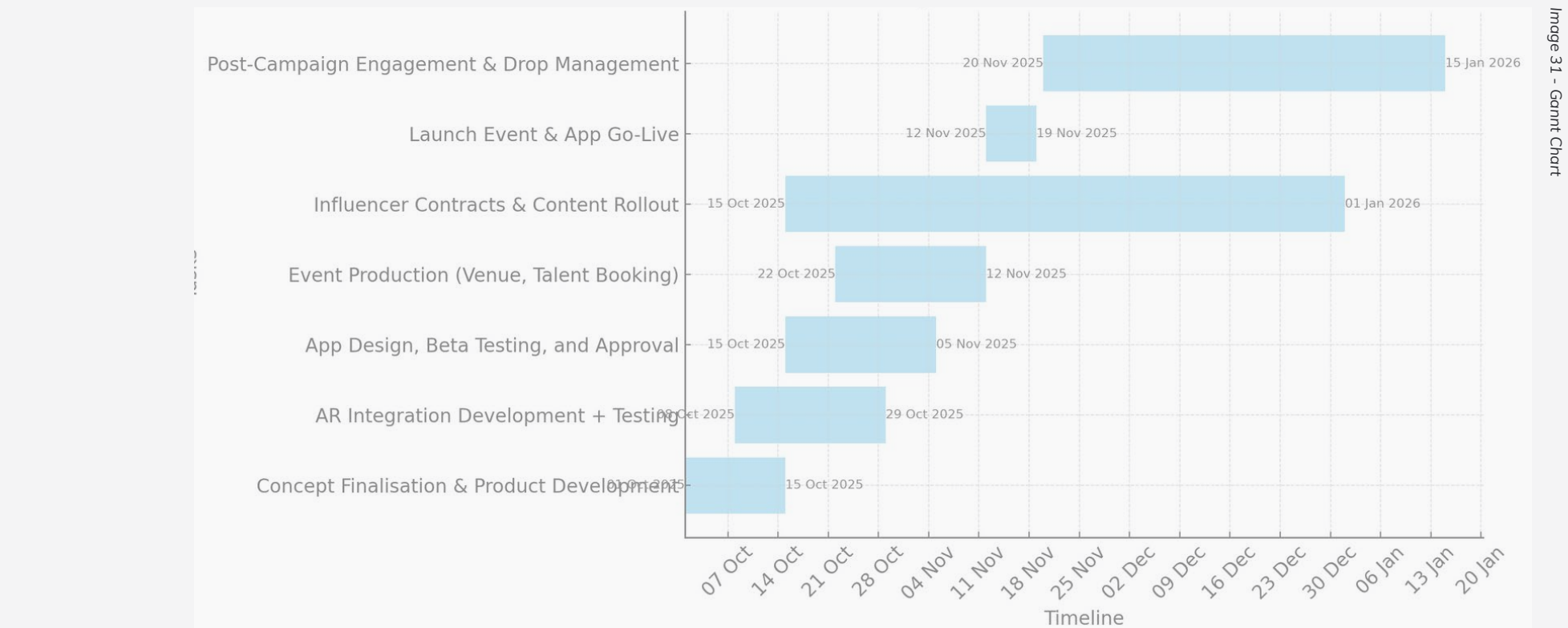
2. Launch: The Ultimate "La Dolce Vita" Experience

- **Theatrical Launch Event in Milan** - An exclusive immersive cocktail event in collaboration with a renowned Instagram mixologist (e.g., Salvatore Calabrese or a digital-native talent) who will craft couture-inspired cocktails live. Guests will experience real-time AR visual effects as cocktails are served, reflecting each glassware's inspiration from Miu Miu's latest collections.

- **The Mixology App & AR** - for the Miu Miu x Smeg Collaboration will provide users with curated cocktail recipes, full descriptions of alcohols and mixers, and interactive tutorials. Users will be able to search for signature drinks, learn about techniques and types of mixology, and get tailored drinks based on their preferences. This app will elevate the luxury experience because it provides unlimited educational opportunities in an exclusive, immersive cocktail experience alongside the luxury barware collection.



ACTION



Coordination & Monitoring -

The project lead from Miu Miu will manage weekly coordination meetings with Smeg's digital and product teams. The KPIs for the basis of their coordination will include app downloads, event engagement, AR interactions, and social UGC. KPIs will be reviewed through Google Analytics, Meta Ads Manager, or custom in-app dashboards. The agile feedback loops will allow real-time pivots during the campaign based on performance (Chaffey & Ellis-Chadwick, 2019).

CONTROL

Online Metrics will include measuring user engagement with the AR integrated app, social media, and e-commerce. Key indicators will include -

- **App Downloads & Engagement** - Target of 50,000 downloads, with a 60% retention rate and average session time exceeding 3 minutes.
- **Social Media Reach & UGC** - Tracked via platforms like Instagram Insights, aiming for 5 million impressions and 10,000+ tagged UGC posts.
- **Influencer Performance** - CTR and engagement rates on sponsored content, benchmarked against industry averages (~2.5-3%) (Statista, 2024).
- **Web Traffic & Conversion** - Google Analytics will monitor website traffic spikes around launch and event dates, targeting a conversion rate of 5-7% on product pages.

Offline Metrics will be assessed through -

- **Event Attendance & Media Coverage** - RSVP confirmations, footfall tracking via QR-enabled invites, and media pickup from fashion and lifestyle press.
- **Retail Sell-through** - A target sell-through rate of 75-80% within the first 90 days post-launch.
- **Customer Feedback** - Surveys and feedback forms from event attendees and app users to assess experiential satisfaction.
- Tracking for these KPIs will be on a weekly basis and reported on a bi-weekly basis to stakeholders of the campaign. As mentioned, the metrics will include real-time analytics dashboards and CRM integrations so updates can be made quickly in between campaign changes to performance (Chaffey & Ellis-Chadwick, 2019). Ultimately, success is defined by high engagement, possibly through meaningful brand association, and surplus revenue than anticipated.