

















*"TAILORED TO RACE"*

**miu miu**



**A MIU MIU AND FORMULA 1 COLLABORATION**

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# EXECUTIVE SUMMARY

This dynamic collaboration between Miu Miu X Formula 1, explores the merging of this two worlds, of high fashion and motorsports. Both industries share a similar nature-where relevance is defined by constant reinvention, speed, and precision.

**"LIKE FORMULA 1, FASHION SPEAKS INSTANTLY – ONE SECOND TOO SLOW, AND THE MOMENT IS GONE."**

This collection reimagines the breathtaking Formula 1 spirit alongside Miu Miu's playful, feminine and ironically athletic style, bringing a fresh and youthful energy to a historically masculine sport.

Formula 1's technical precision and competitive energy will embrace Miu Miu's playful, youthful aesthetic. Creating a collection that aims to transform F1's Paddock into a urban, modern day runway.

## FASHION MEETS SPEED

Infused with both F1 and high fashion's technical construction and attention to detail, this collection introduces a fresh and feminine perspective to de Paddock. Transforming into a urban/modern runway that celebrates athleticism, luxury and individuality. Additionally supporting a new wave of woman in motorsports in Formula Academy's woman's division, further enhancing femininity and empowerment.



**"MIU MIU DOESN'T FOLLOW TRENDS – IT REWRITES THEM."**

# PLAYFUL + YOUTHFUL + ATHLETIC



Miu Miu interprets the essence of an emancipated woman. Its strength between character and iridescent transgression, the symbol of the most subversive and seductive character of modern femininity. The house defies stories through a privileged language of images crossing nostalgia and innovation, softness and power.

With its bold storytelling, counter-culture chic, and young-at-heart attitude, it is the ideal match for a limited-edition partnership with Formula 1, coming together in high-performance fashion that speaks to a new generation of empowered women.

## SENSUAL AND INTELLECTUAL

- ✗ Integrates elements of activewear into its designs, reinterpreting them into luxurious and stylish designs.
- ✗ Transforms fashion into a *mental state*.

**"AT MIU MIU, WE DON'T LOOK BACK - EVERY COLLECTION IS A RACE TO REDEFINE WHAT'S NEXT."**

(Prada Group, 2025)

### STRENGTHS

- Parent company (Prada), provides access to multiple resources, expertise and global network.
- Unique brand image, allowing them to stand out in the market.
- Distinct brand image avoids direct competition.

### WEAKNESSES

- Narrow target audience, due to its unique aesthetic.
- Over-reliance on its parent company, Prada Group.
- Heavy reliance on trends.
- Prioritizes Style and aesthetics over functionality

## SWOT

### OPPORTUNITIES

- Expand into new markets, such as sports.
- Collaborations can help expand its audience.
- Amplify its transparency showing sustainability values and goals.
- Creating immersive experiences to amplify engagement.

### THREATS

- Competition from brands like Jacquemus and Loewe with similar aesthetics.
- Their signature micro skirts and shorts can easily be replicated at lower price points.
- Due to global inflation, recession concerns and tariff implications.





STARTED  
IN  
**1950'S**



### STRENGTHS

- Broad fan base, where the races are broadcasted in over 150 countries.
- 70 year old legacy in excellence and elite performance.
- Collaborations with luxury brands like Rolex, Louis Vuitton, and Mercedes.

### WEAKNESSES

- Extremely expensive and exclusive sport.
- Live experiences are limited to those who can't afford the high prices travel, and hospitality packages.

# SWOT

### OPPORTUNITIES

- Collaborations with luxury market
- Limited-edition merchandise, to expand revenue and cultural relevance.
- Female audience expansion through representation.

### THREATS

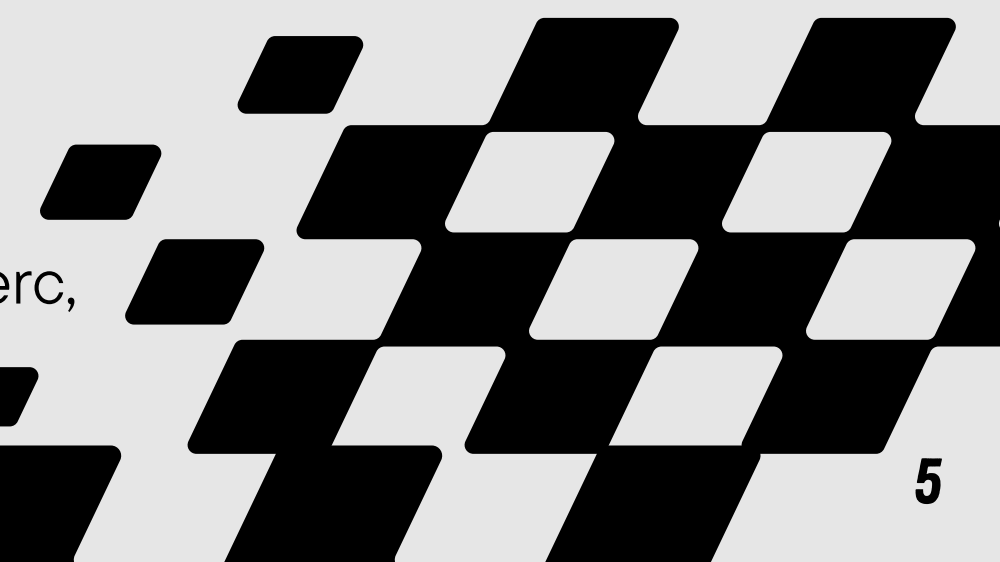
- Environmental pressure.
- Accidents or high-profile scandals, may change credibility and damage their image.

Formula 1 is the **highest class of international racing** single-seater formula racing cars, being the world's most prestigious motor racing competition.

*(Formula 1, 2025)*

**NETFLIX "DRIVE TO SURVIVE"** played a pivotal role in transforming Formula 1's global appeal, attracting a new wave of younger fans and turning the sport into a pop culture phenomenon.

The "gridwalk" and F1 paddock have become somewhat - unexpected fashion runways in recent years, with drivers like Lewis Hamilton, Charles Leclerc, and Yuki Tsunoda becoming style icons.



# RESEARCH

## *INDUSTRY LANDSCAPE*

The fashion industry is uncertain and ever-evolving. Experiencing an exiting shift at every turn and curve by,

***GEN Z***  
***SOCIAL MEDIA***  
***SUSTAINABILITY***  
***INCLUSIVITY***  
***... AND MORE***



Fashion is evolving through a new era driven by identity, experience, and self-expression. Consumers are drawn to limited-edition collections, as well as vintage and archive styles that prioritize quality and longevity.

*(Rand, S., 2025)*

### **ETHOS**

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Commitment to **women's empowerment** and **diversity** are deeply in **Miu Miu's identity**. The brand has been recognized for its ability to resonate with a wide audience, due to their **unique image**. Miu Miu's designs do not merely follow trends; they challenge and redefine them, encouraging women to embrace their individuality.



# SPORTSWEAR

**FORMULA ONE'S** schedule sweeps across 5 continents with glamour events in global cities like: **Singapore - Miami - Monaco**

Furthermore, with F1 having **massive audiences and grand sponsorships**, the benefits of sponsoring this sport are tremendous, taking advantage of:

- Brand visibility
- Luxury product launches
- Traffic-heavy experiential marketing

## Miu Miu

SS22 featured tennis-style mini skirts and cropped polos, while FW23 introduced ski-inspired looks with ballet flats. *(Vogue Business, 2022)*

**Tommy Hilfiger × Mercedes-AMG Petronas:** Tommy Hilfiger has served as the Official Apparel Partner, outfitting drivers like Lewis Hamilton and George Russell. *(Harper's Bazaar, 2024)*

**Charlotte Tilbury × F1 Academy:** Charlotte Tilbury branded cars and uniforms under the “Makeup Your Destiny” campaign in 2024–2025. *(ELLE, 2025)*



Formula 1 blends youth, excitement, and luxury. In a sport where drivers travel the world competing at the highest level while expanding their presence through **collaborations** and **sponsorships** with global fashion brands like **Louis Vuitton, Tommy Hilfiger** and **Rolex**.



# CONCEPTUAL DIRECTION

**THE GIRL ON THE GRID**, a collection that collides the worlds of Formula 1 and high-fashion.

Inspired by the **origins of Formula 1**, this collection tells the story of the sport's early days in the 1950s the era in which Formula 1 was born. Blending the nostalgia of **vintage motorsport** with Miu Miu's signature playful, feminine, and youthful aesthetic, the collection **re-interprets classic racing elements** through a contemporary perspective.

Additionally, introducing a **new fresh, feminine perspective** to the grid, **supporting** the **F1 Academy** and **empowering** the next generation of **female talent** as they navigate their journey in motorsports.



The **Girl on the Grid** collection will primarily serve Miu Miu, offering a **unique opportunity** for Formula 1 fans who enjoy fashion. It allows them to not only enjoy but also wear pieces that reflect their love for motorsports, creating an **immersive connection** between **high fashion** and the **racing world**, and being able to showcase a comfortable, feminine and youthful style.

This collection presents an **opportunity** for Miu Miu to **showcase** its **sporty-chic** aesthetic in a new, luxurious sport beyond its previous ventures.

# CONSUMER SEGMENTATION

## BEHAVIORAL

Our costumers enjoy **unique experiences**, like limited edition launches as well as storytelling.

Their **shopping habits** consist of both online and in store shopping, and are encouraged by social media, influencers and emerging trends.

They are **highly active** on **social media**, specially in platforms such as Instagram and TikTok. And are also **deeply engaged** with both **fashion** and **Formula 1**.

## DEMOGRAPHIC

**Age:** 18 - 30 y/o

**Gender:** Woman

**Geographic:** Key cities in both fashion and formula 1; Monaco, Miami and Singapore.

**Income:** Upper Middle Class - Upper Class (\$200,000+)

**Occupation:** Fashion professionals, artists, influencers, young professionals.

## PSYCHOGRAPHIC

Individuals who prioritize style, self-expression, and niche products.

They **embrace** designer **fashion**, **F1** experiences, and **high-end travel**.

They are **conscious** about new and upcoming **trends**. Specially in fields such as fashion, streetwear, AR/VR tech and motorsports.



# CONSUMER PERSONAS



## KIKA CERQUEIRA

**Age:** 21 years old  
Paris, France

**Occupation:** Model and  
Influencer

**Estimate Income:** 250k - 700k annually

Kika is a Portuguese model and influencer with a glamorous lifestyle. She has a playful, elegant style. She enjoys experimenting with trends, and likes engaging with brands that have a strong social media presence.



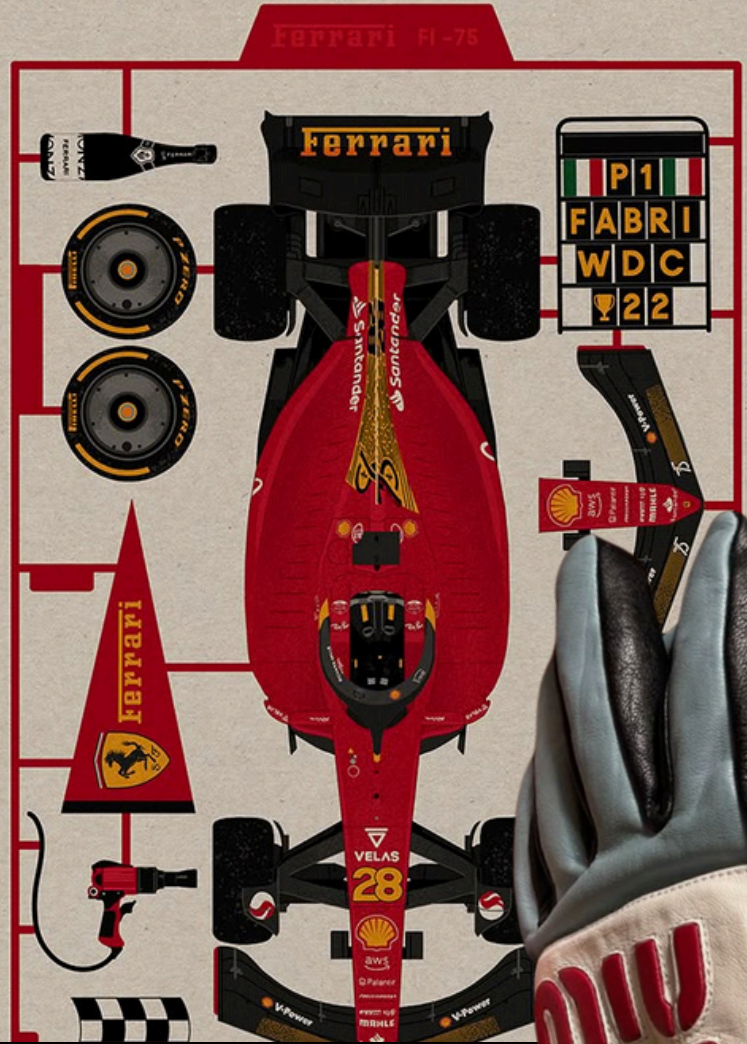
## BIANCA BUSTAMANTE

**Age:** 20 years old  
Laguna, Philippines

**Occupation:** McLaren  
F1 Academy Racing Driver

**Estimate Income:** 500k - 700k annually

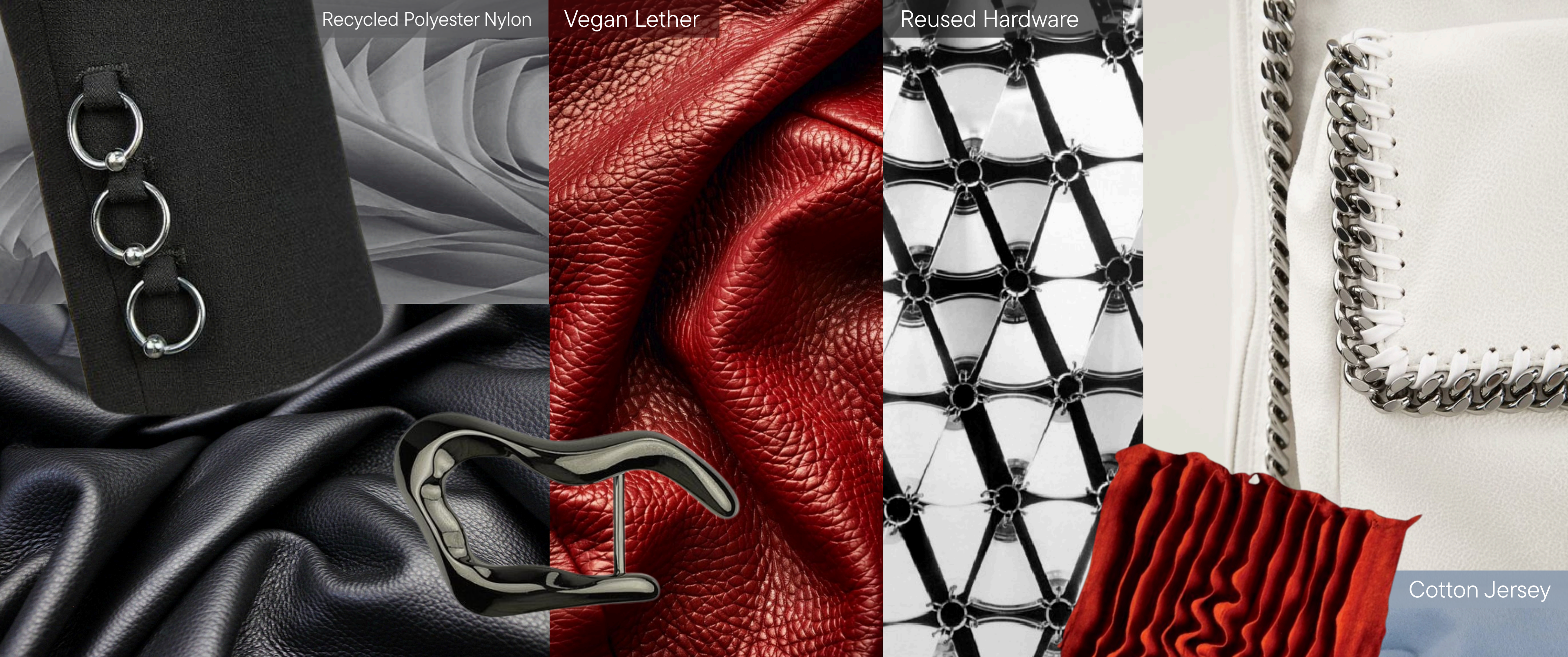
Bianca is a driven, competitive racing driver passionate about female representation in motorsports. Her sporty-chic style combines comfort and style. She prefers brands that showcase female empowerment and sports culture.



Recycled Polyester Nylon

Vegan Leather

Reused Hardware



Cotton Jersey

Twill

# FABRICS



JET BLACK 19-0303 TCX

RED DAHLIA 19-1555 TCX

NAVY BLUE 19-3832 TCX

CANNOLI CREAM 11-4302 TCX

POWDER BLUE 14-4214 TCX

BLANC DE BLANC 11-4800 TCX

# COLOR STORY

**BALACLAVA**

**EPAULETTES**

**UNDERWEAR**

**HELMET**

*IT'S A SECOND SKIN ENGINEERED FOR*

*SPEED, PRECISION, AND SURVIVAL.*

*"AN F1 SUIT ISN'T JUST CLOTHING—*



**STRETCH  
PANELS**



**NOMEX**



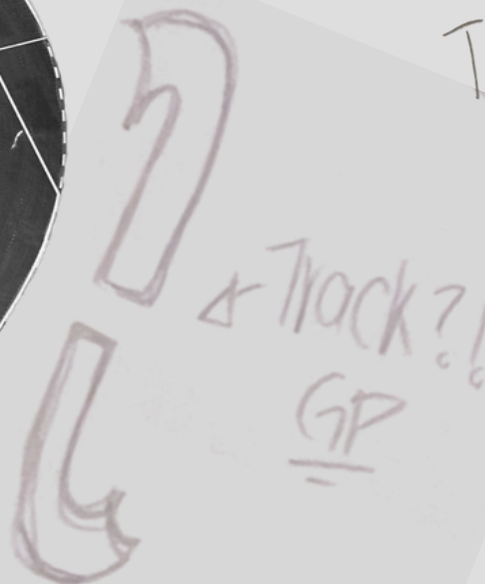
**NECK-STRAP  
HANS**



# MIU MIU



Track curves  
x  
miu miu logo



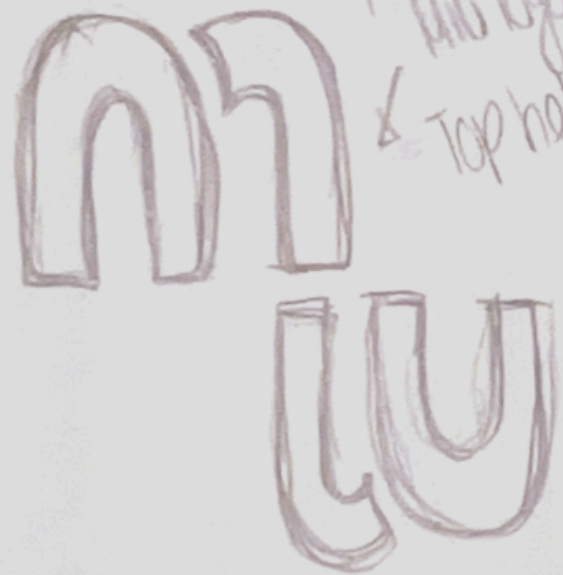
Texture → Miu Miu  
Madelasse bag?!

Hardware  
old helmets?!

↓  
wrapped in madelasse  
leather



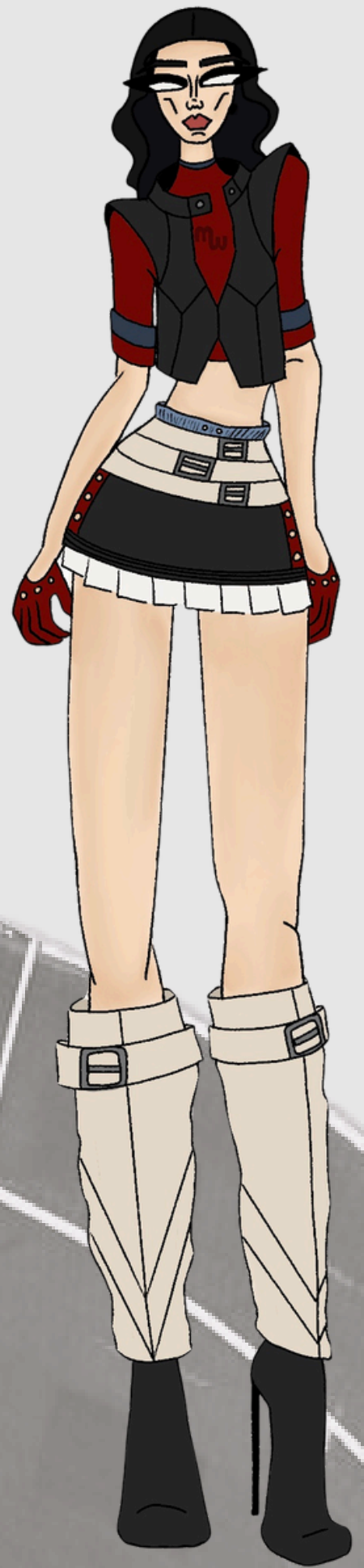
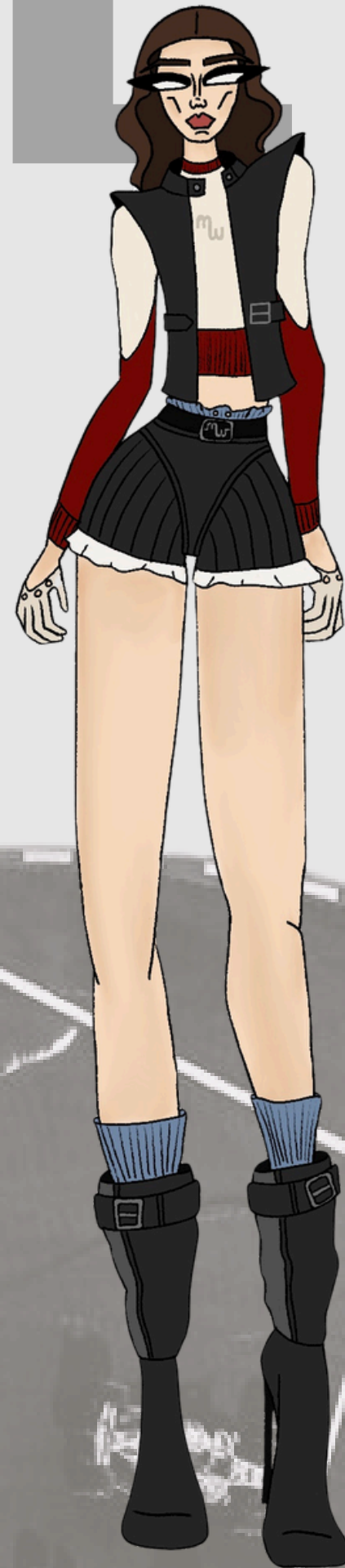
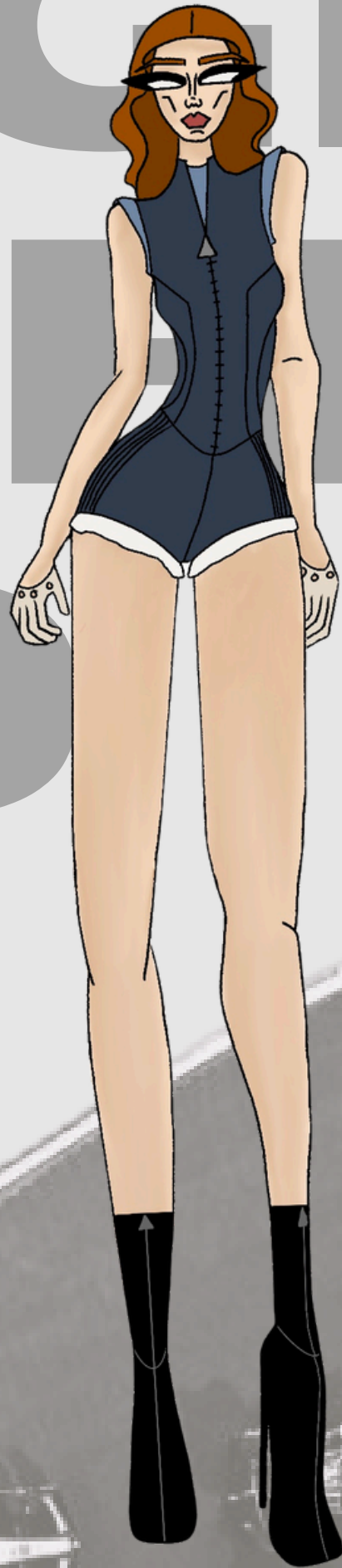
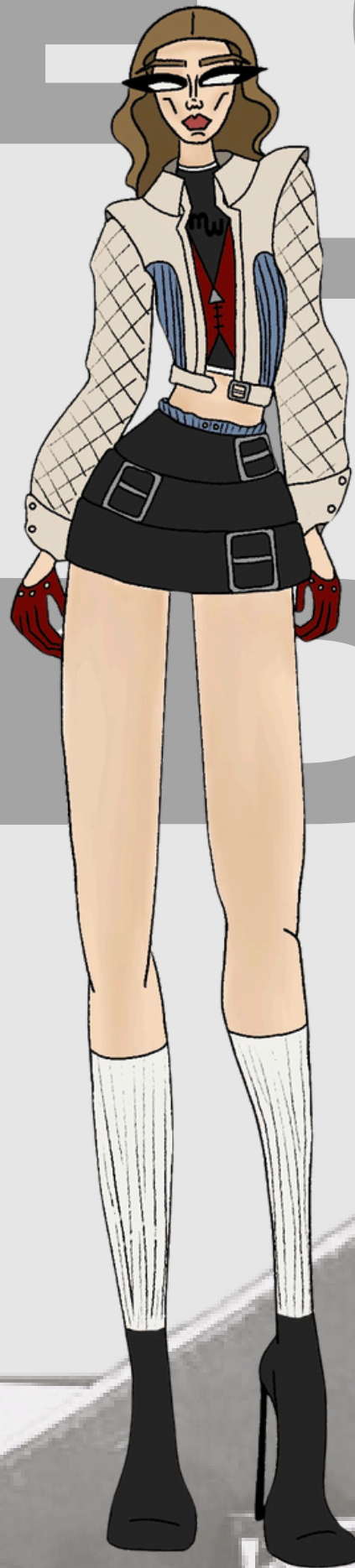
Miu Miu logo  
Top helmet

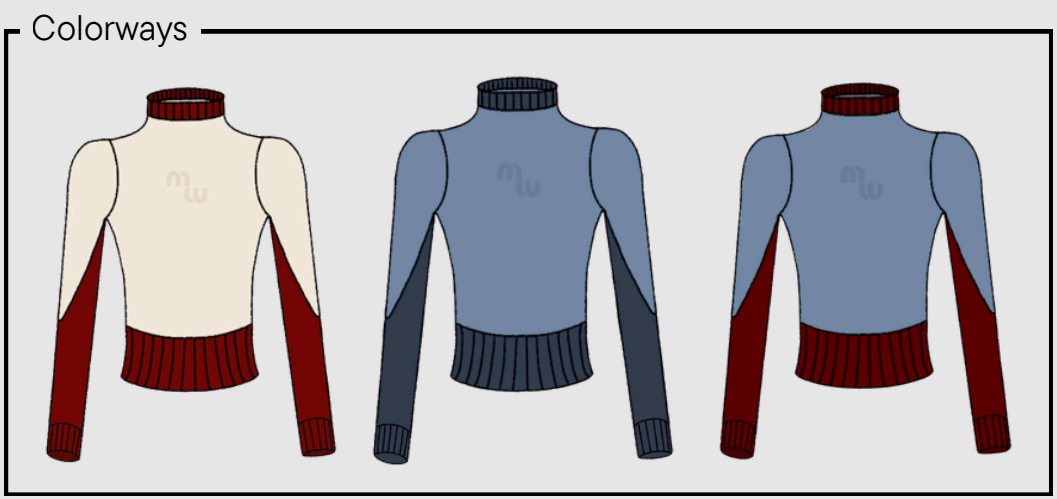
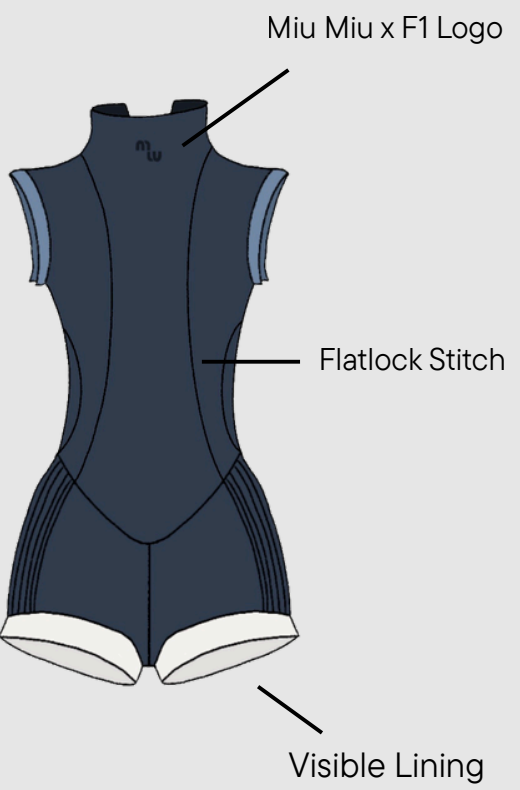
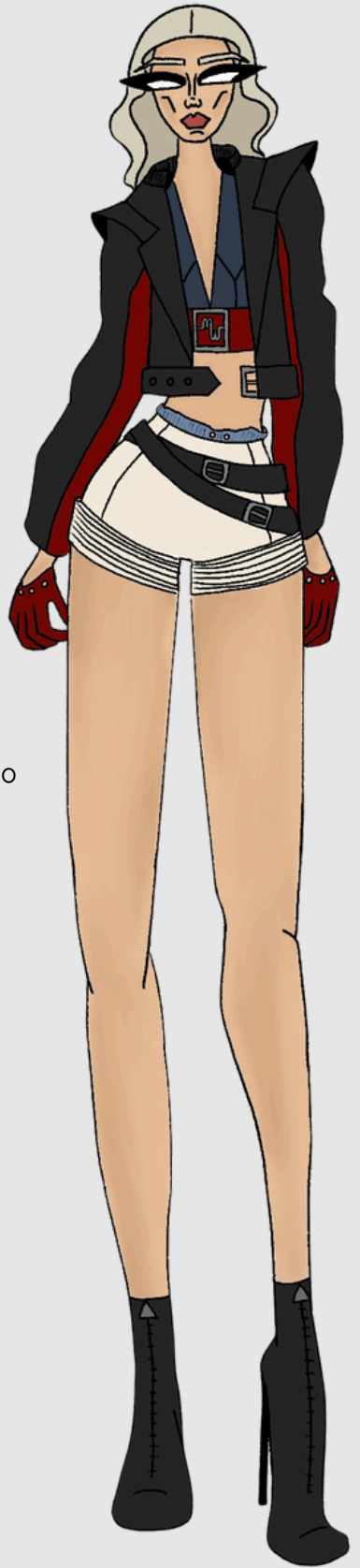
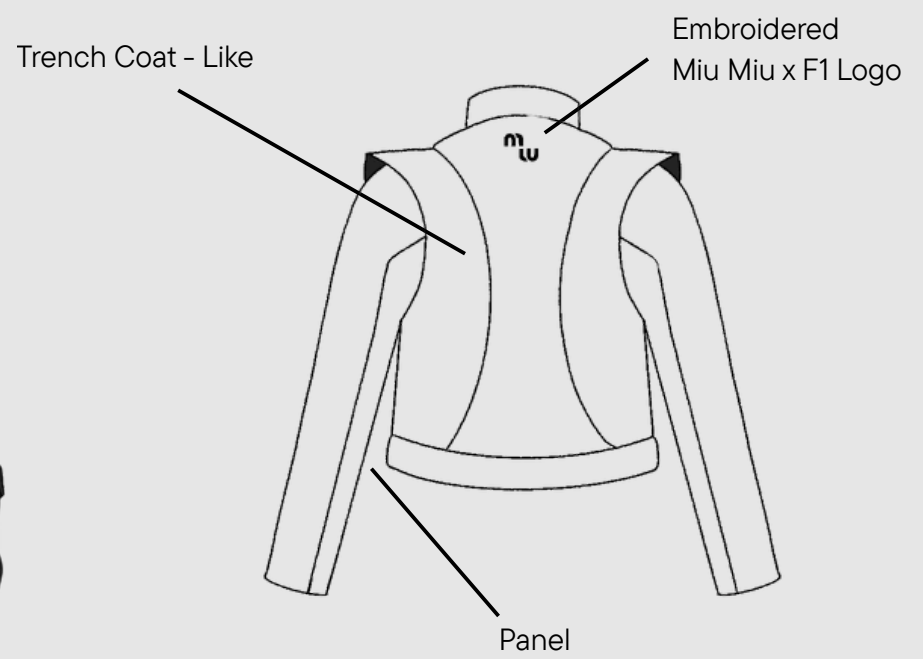
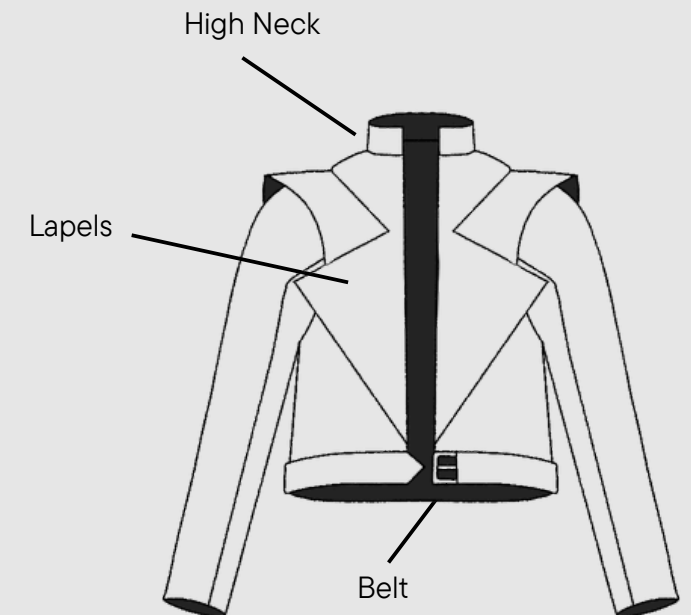
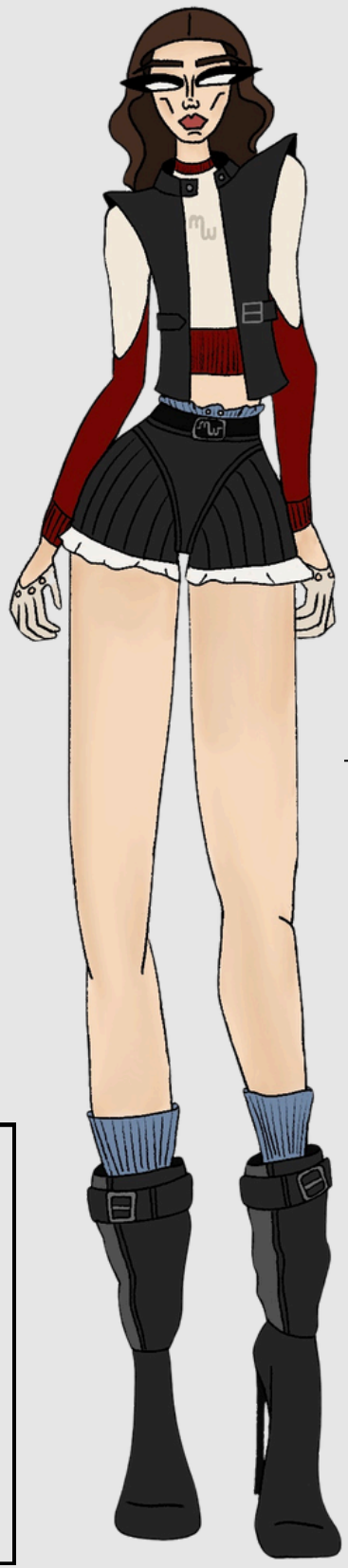
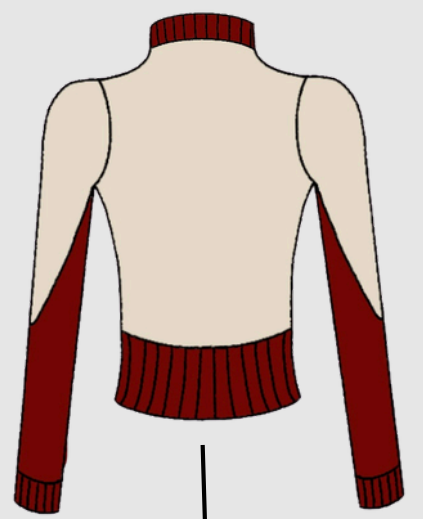
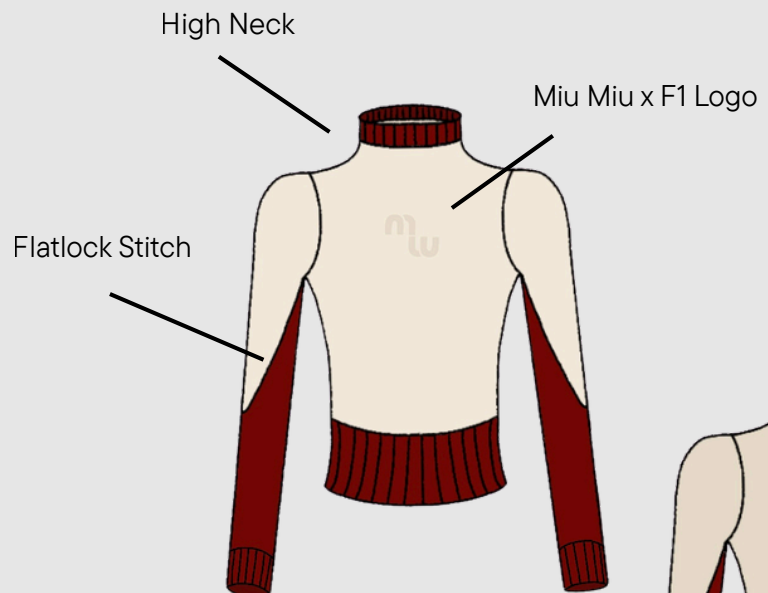
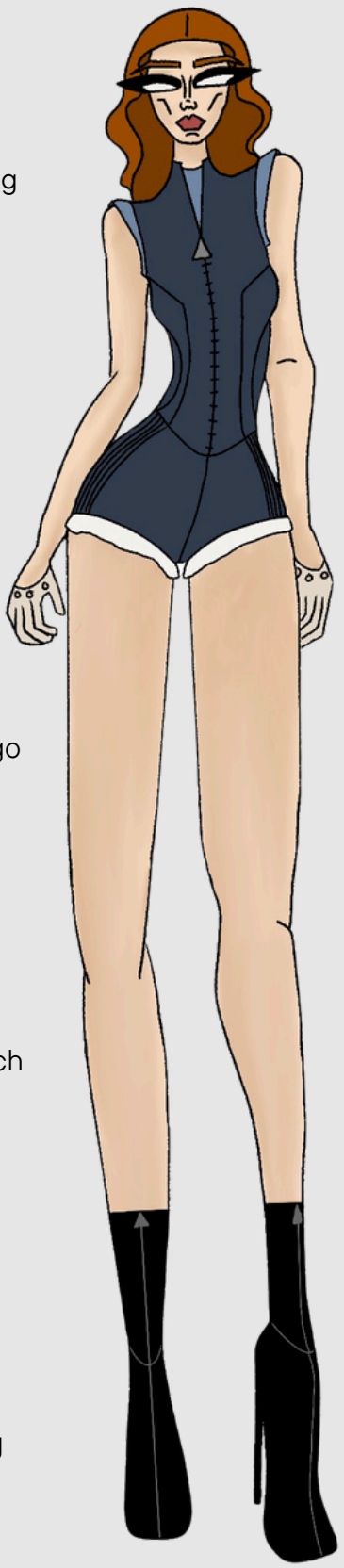
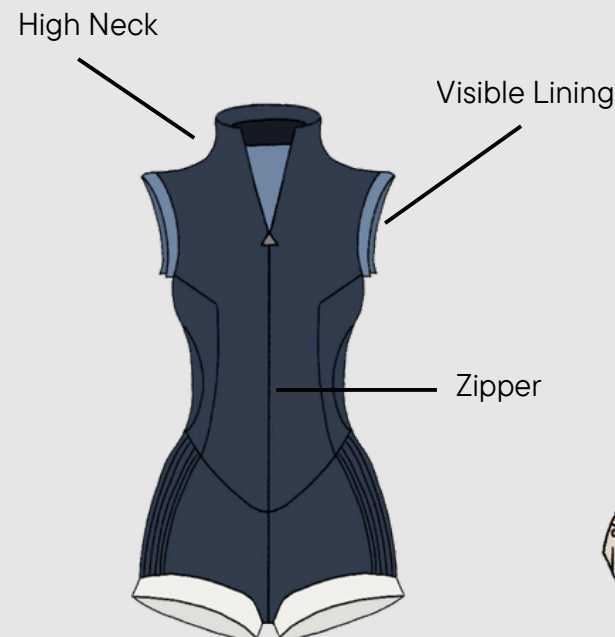


Black leather  
bag Miu Miu →



# THE GIRL







# THE FINISH LINE

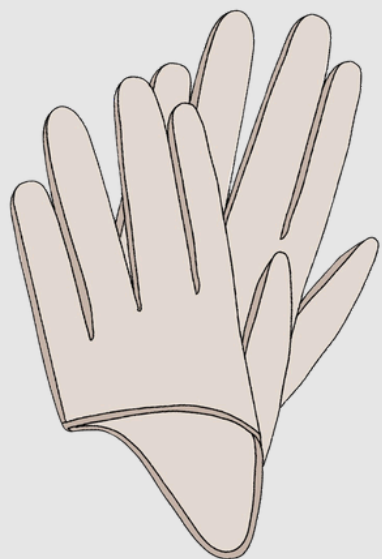
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The collaboration between Miu Miu and Formula 1 merges the world of fashion with auto racing, pushing boundaries and combining speed with style and a feminine, youthful touch. Both fashion and Formula 1 are defined by constant evolution, and this collection brings together the best of both worlds, the adrenaline of the sport and Miu Miu's uniquely rebellious style.

“The Girl on the Grid,” draws inspiration from 1950s vintage fashion while also promoting a fresh, modern perspective that highlights female empowerment, innovation, and creativity. With this collection, the goal is to transform the paddock into a runway where clothing is not just worn, but becomes an expression of the wearer's personality.

More than just a collection, it's a statement that the future of racing can also be elegant, feminine, and full of style.

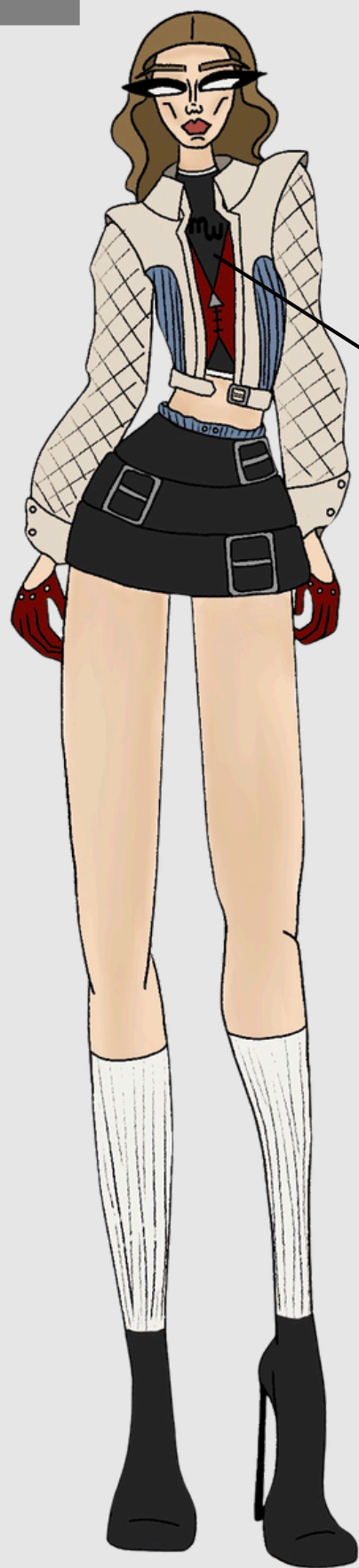
# APPENDIX



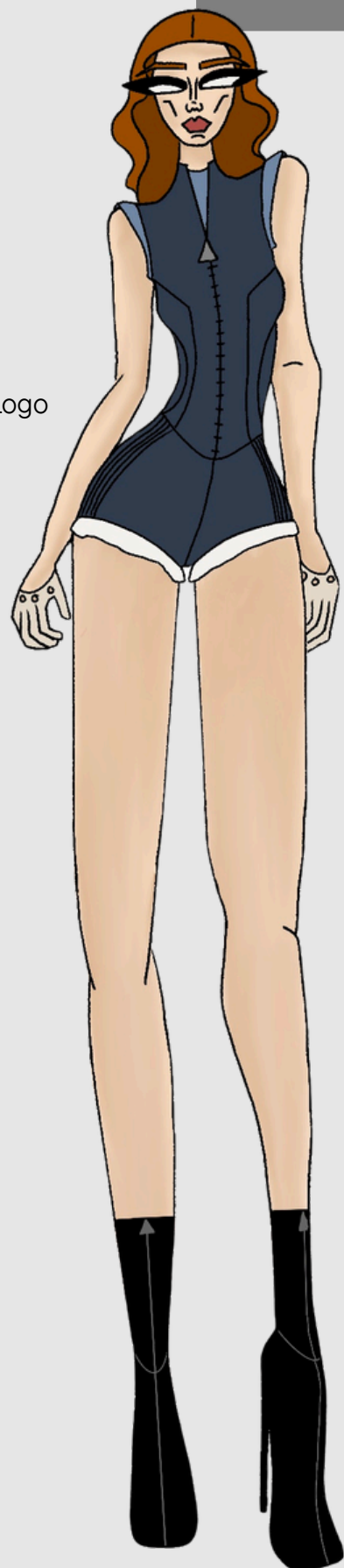
**MIU MIU X F1  
GLOVES**



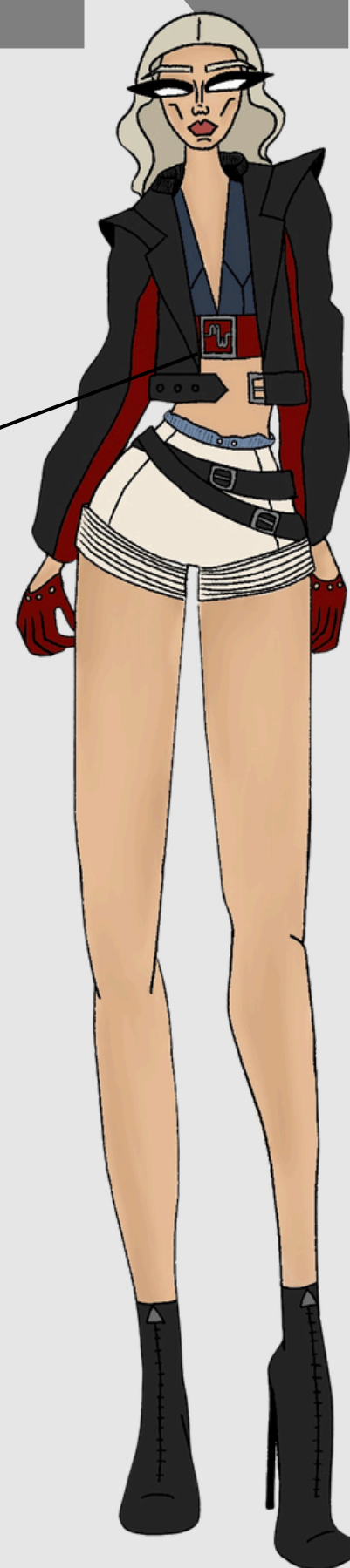
**MIU MIU X F1  
LOGO**



Embroidered  
Miu Miu x F1 Logo

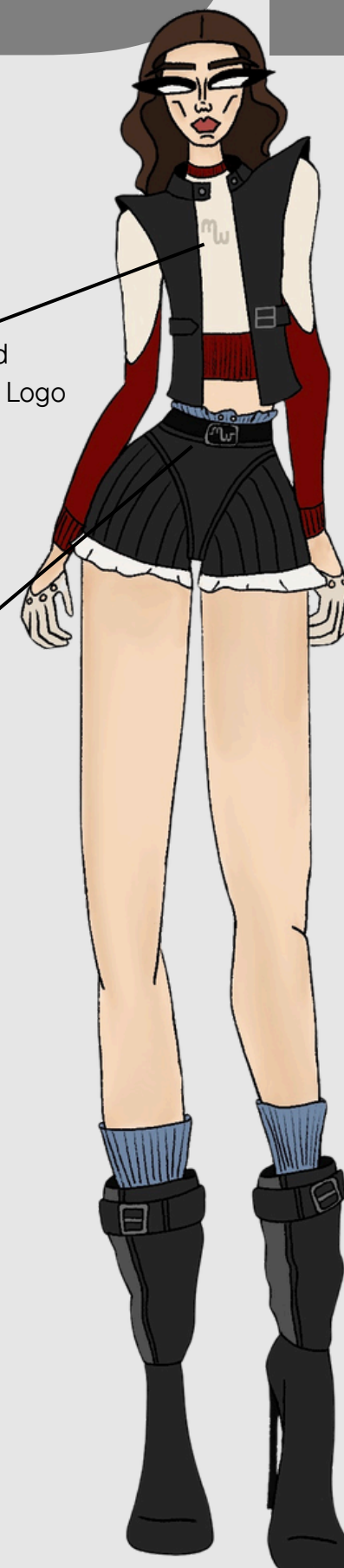


Miu Miu x F1  
Metal Belt  
Buckle



Embroidered  
Miu Miu x F1 Logo

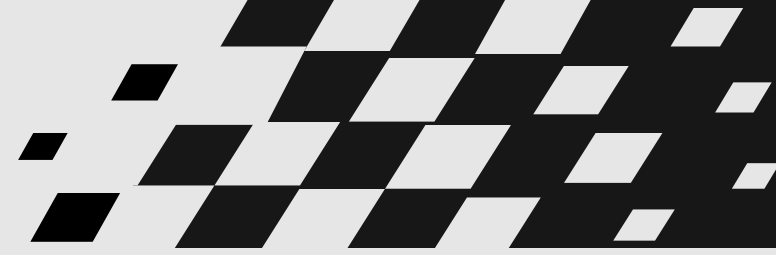
Miu Miu x F1  
Metal Belt  
Buckle



Embroidered  
Miu Miu x F1 Logo



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