



"THE GIRL ON THE GRID"

MIU MIU



A MIU MIU AND FORMULA 1 COLLABORATION

TABLE OF CONTENTS

Executive Summary	3
Comparison	4
Miu Miu	5
Formula 1	6
Reaserch	7
Macroeconomics	9
Purpose and Goals	10
Consumer Segmentation	11
Costumer Personas	12
Product Assortment	13
Six Month Plan	14
Launch & Distribution Plan	15
Race Weekend Pop-Ups	16
Visual Merchandising	17
Future Growth	18
Conclusion	19
References	20



EXECUTIVE SUMMARY

"Tailored to Race" is a **collaboration** between Miu Miu and Formula 1. *Applying Miu Miu's high-fashion, rebellious, and feminine spirit with, Formula 1's high-speed, high-adrenaline motorsports world.*

The **goal** is to help **expand both brands by reaching global and cultural relevance** through limited edition products tied to key Grand Prix circuits like Monza, Las Vegas and Singapore. By **leveraging on pop-up experiences, influencer partnerships, and AR-enhanced experiences**, the collaboration seeks to grow Formula 1's fashion audience and increase Miu Miu's sales.

It **promotes diversity and representation** through storytelling and design, **strengthens brand loyalty through personalization and exclusivity**, and could introduce a permanent F1-inspired product line to Miu Miu's sportswear. With **digital innovation, immersive pop-up stores, and partnerships with luxury retailers**, this collaboration sets a new standard for experiential branding in the fashion industry.



LOEWE

Parent Company: LVMH



MIU MIU

Parent Company: Prada Group



Loewe is a luxury Spanish house known for its leather goods, clothing, and other fashion accessories.

Intellectual - Minimalist - Craftmanship

Appeals to fashion-conscious individuals and luxury enthusiasts.

Creative Director

Jonathan Anderson

Miu Miu reinterprets Prada's classic shapes and styles through its collections.

Feminine - Playful - Rebellious

Appeals to young audience that seeks individuality and exclusivity.

Creative Director

Miuccia Prada

Aesthetics

Style

Audience

Heritage Craftmanship

Trend-Forward Design

Appeal to Fashion-Conscious Younger Consumers

High-End Luxury



6.4M



2.2M



840K



128.7 K



12.2M



554.9K



1.5 M



277.4 K



Prada's little sister Miu Miu was introduced by Miuccia Prada as an experimental lab where she could try out younger, more adventurous visions of femininity.

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.

As a fashion trendsetter in culture, Miu Miu continues to challenge the boundaries of style. 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**.



FORMULA 1

is the highest class of international racing for single-seater formula racing cars, Formula 1 is the pinnacle of motorsport and the world's most prestigious motor racing competition. There really is nothing like it.

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.
- Strong social media presence.

WEAKNESSES

- Extremely expensive and exclusive sport.
- The environmental impact F1 causes due to its high fuel consumption and emissions may be controversial to some.
 - Live experiences are limited to those who can't afford the high prices travel, and hospitality packages.

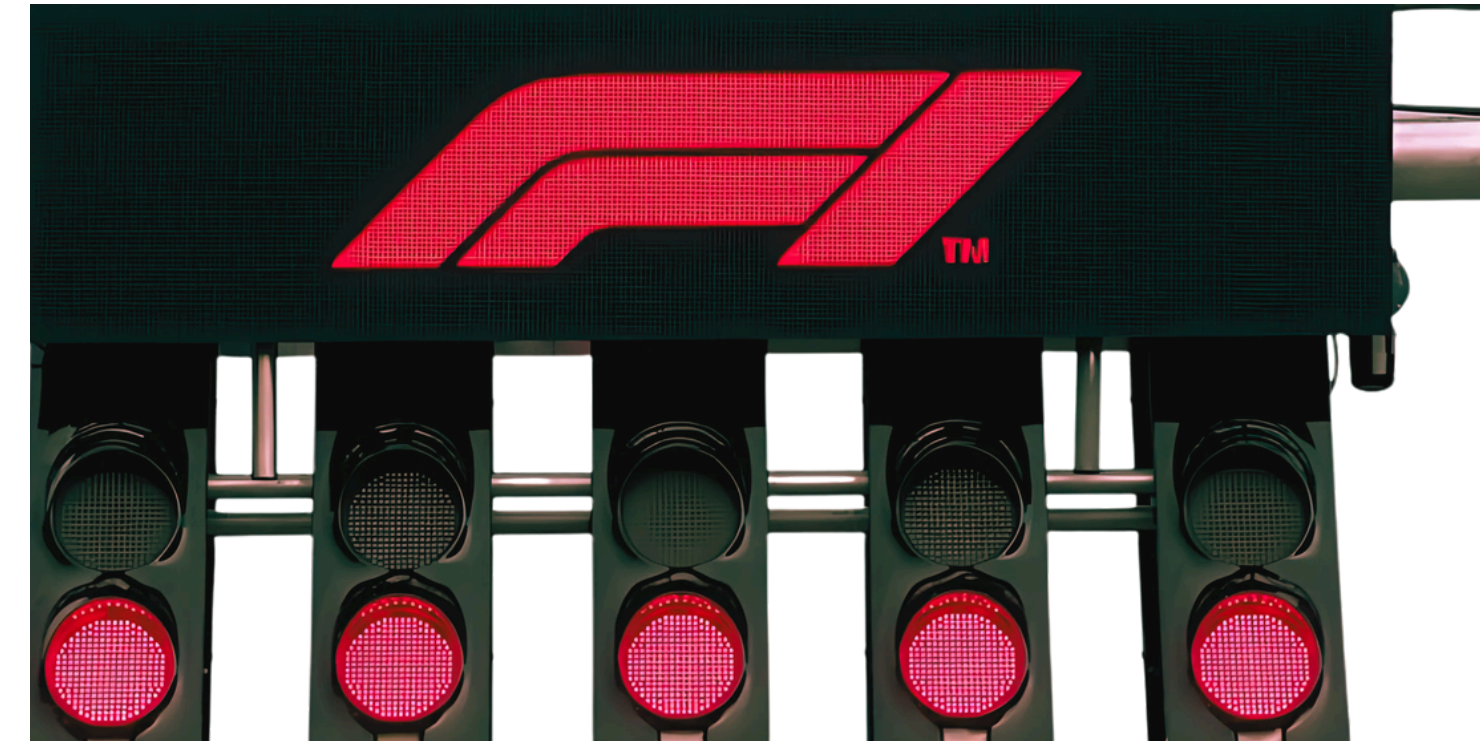
SWOT

OPPORTUNITIES

- Collaborations with luxury market
- Transparency in their sustainability goals.
- 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.
- Rising costs due to global inflation, tariffs, etc. may reduce sponsorships as well as ticket sales.



Fashion has currently been one of Formula 1's major sponsors. With Louis Vuitton being one of its main sponsors. And due to its **growing popularity, younger generations** as well as **new audiences** have been getting to **interact with the sport.**

20 DRIVERS
—
10 TEAMS

“ONLY 20 HAVE THE OPPORTUNITY TO COMPETE, AND THEY PUSH THEMSELVES – AND THEIR INCREDIBLE MACHINES – TO THE LIMIT.”

RESEARCH

Gen Z and Millennials seek experiences in which they can align with their lifestyles and values.

GEN Z & MILLENNIAL BEHAVIOR TOWARDS SUSTAINABILITY

Sustainability has become more of a factor when consumers, specially **Gen Z and Millennials** choose to purchase. Now that **eco-friendly brands resonate better with the public**, due to its transparency and ethical practices and labour being one influences in consumers minds when reflecting in whether to **support and purchase from a brand**.

ETHOS

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.



SOCIAL MEDIA

Driving up **engagement** metrics to appeal to a **fanbase** through social media is now an important aspect of **negotiations** with **sponsors** and prospective **partners**.

“YOU CAN'T IGNORE SOCIAL MEDIA NOW. IF YOU IGNORE SOCIAL MEDIA, THEN FORGET IT”

SOUVENIRS

Formula 1 generates **revenue** during race weekends through high-priced **ticket sales** and by selling **merchandise** like team gear, souvenirs, replica cars, and memorabilia.

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



MACROECONOMICS

- **GLOBAL LUXURY**

Due to **high interest rates, inflation and tariffs**, the **luxury market** is experiencing a **slowdown**.

Nevertheless Miu Miu, as well as Formula 1 are thriving due to demand for status, exclusivity and cultural relevance.

- **TECH & PERSONALIZATION**

Customers engagement increases through unique digital experiences, combining physical luxury with digital storytelling.

Personal luxury goods market reached \$408 billion in 2023. Growth is primarily driven by high-net-worth individuals and status-seeking younger generations. (Bain & Company, 2023)

- **LUXURY MARKET**

Key markets like the U.S., China and UAE continue to support the luxury market due to luxury-oriented consumers and tourism.



PURPOSE AND GOALS

This collaboration between Miu Miu X Formula 1 combines engine sports with a fun, feminine edge of Miu Miu, transforming the path as a starting belt of the new era.

The celebration of innovation, thoughts and performance, the collection reflects the nature of both _____ worlds.



KEY • GOALS

- **Expand Formula One Audience Reach** - Through the integration of fashion into F1, by incorporating driver ambassadors, user-generated content, influencer partnerships with the goal of increasing Miu Miu's sales.
- **Diversity and Representation** - Through storytelling and design.
- **Experimental Marketing Campaign** - Through personalization, AR-try ons, and Pop-up stores.
- **Strengthen Brand Engagement** - Through exclusivity, personalization, Pop-up stores, encouraging brand loyalty and investment.

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

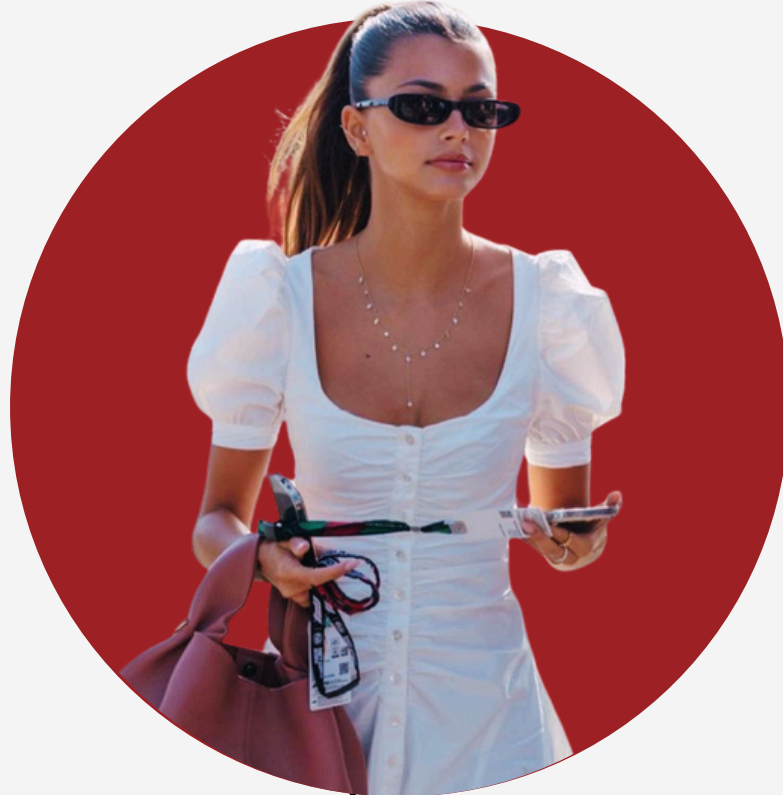
Individuals who prioritize style, self-expression, and niche products.

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



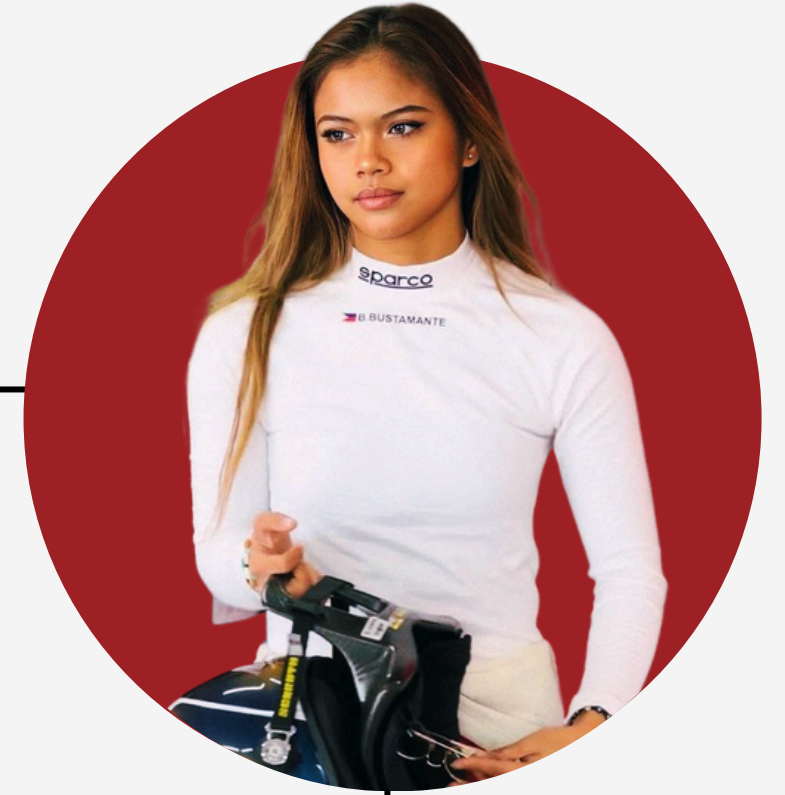
KIKA CERQUEIRA

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.

PRODUCT ASSORTMENT



Miu Miu x F1 products are inspired by Miu Miu's fashionable style and F1's iconic motifs and racing gear inspired garments.

FEB	Main Product Assortment							Total
	NEW							
Concept & Theme	Miu Miu x Formula 1							
Product Name	Racing Jacket	Bomber Jacket	Beau Bag	Charm	Charm	Charm	Charm Chain	
# of SKU	1	2	3	4	5	6	7	
Visual								
RRP (Retail Price)	\$ 6,000.00	\$ 3,500.00	\$ 3,450.00	\$ 625.00	\$ 625.00	\$ 625.00	\$ 800.00	\$ 15,625.00
COG (Cost of Goods)	\$ 1,500.00	\$ 875.00	\$ 862.50	\$ 156.25	\$ 156.25	\$ 156.25	\$ 200.00	\$ 3,906.25
Target - Q'ty	50	100	150	200	200	200	300	1,200
Target - AMT	\$ 300,000.00	\$ 350,000.00	\$ 517,500.00	\$ 125,000.00	\$ 125,000.00	\$ 125,000.00	\$ 240,000.00	\$ 1,782,500.00
% of Total	17%	20%	29%	7%	7%	7%	13%	100%


	\$	%
Retail Price	\$ 15,625.00	100%
COG	\$ 3,906.25	25%
Mark Up	\$ 11,718.75	75%

KPI's

- Engagement Rate
- Impressions
- Media Coverage
- User-Generated Content
- Sales volume
- Email open & click rate
- Pop-up store traffic
- Attendance rate
- AR Filter Interactions
- Click-through rate

SIX MONTH PLAN

6 MONTH MERCHANDISING PLAN

2025 Fall								
Sales (LY)	\$	2,600,000,000						
% Planned Increase		7%						
Planned Sales for Period	\$	2,782,000,000						
Planned EOM for Period	\$	834,600,000						
Initial Markup %		54%						
Planned Reductions %		8%						
FALL		AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	
Sales Distribution		10%	15%	10%	25%	30%	10%	
Stock-Sales Ratio		1.9	1.8	2.1	2	2	2	
Reductions Distribution		10%	15%	15%	15%	15%	30%	
LY MONTHLY SALES	\$	260,000,000	\$ 390,000,000	\$ 260,000,000	\$ 650,000,000	\$ 780,000,000	\$ 260,000,000	\$ 2,600,000,000
PLANNED MONTHLY SALES	\$	278,200,000	\$ 417,300,000	\$ 278,200,000	\$ 695,500,000	\$ 834,600,000	\$ 278,200,000	\$ 2,782,000,000
LY MONTHLY BOM	\$	494,000,000	\$ 702,000,000	\$ 546,000,000	\$ 1,300,000,000	\$ 1,560,000,000	\$ 520,000,000	\$ 5,122,000,000
PLANNED MONTHLY BOM	\$	528,580,000	\$ 751,140,000	\$ 584,220,000	\$ 1,391,000,000	\$ 1,669,200,000	\$ 556,400,000	\$ 5,480,540,000
LY MONTHLY EOM	\$	702,000,000	\$ 546,000,000	\$ 1,300,000,000	\$ 1,560,000,000	\$ 520,000,000	\$ 834,600,000	\$ 5,462,600,000
PLANNED MONTHLY EOM	\$	751,140,000	\$ 584,220,000	\$ 1,391,000,000	\$ 1,669,200,000	\$ 556,400,000	\$ 556,400,000	\$ 5,508,360,000
LY MONTHLY REDUCTIONS	\$	26,000,000	\$ 58,500,000	\$ 39,000,000	\$ 97,500,000	\$ 117,000,000	\$ 78,000,000	\$ 416,000,000
PLANNED MONTHLY REDUCTIONS	\$	22,256,000	\$ 33,384,000	\$ 33,384,000	\$ 33,384,000	\$ 33,384,000	\$ 66,768,000	\$ 222,560,000
LY PURCHASES AT RETAIL	\$	494,000,000	\$ 292,500,000	\$ 1,053,000,000	\$ 1,007,500,000	\$ 1,937,000,000	\$ 652,600,000	\$ 5,436,600,000
PLANNED PURCHASES AT RETAIL	\$	523,016,000	\$ 283,764,000	\$ 1,118,364,000	\$ 1,007,084,000	\$ 1,980,784,000	\$ 344,968,000	\$ 5,257,980,000
LY PURCHASES AT COST	\$	227,240,000	\$ 134,550,000	\$ 484,380,000	\$ 463,450,000	\$ 891,020,000	\$ 300,196,000	\$ 2,500,836,000
PLANNED PURCHASES AT COST	\$	240,587,360	\$ 130,531,440	\$ 514,447,440	\$ 463,258,640	\$ 911,160,640	\$ 158,685,280	\$ 2,418,670,800

LAUNCH DISTRIBUTION PLAN



STAGE	DATE	ACTIVITY	CHANNEL
Collection Tease	Aug 1–31	Campaign Teaser and Gifting F1 Drivers, Celebrities and Influencers	<ul style="list-style-type: none"> Instagram TikTok Miu Miu App
VIP Pre-Release	Sept 5	Private link for VIP clients	<ul style="list-style-type: none"> Miu Miu App Concierge Services
Global Launch	Sept 7	Collaboration Release (F1 Monza, Italy GP)	<ul style="list-style-type: none"> Website Pop-up
Retail	Sept 10–20	Delivery to select retailers	<ul style="list-style-type: none"> Online retail only
Holiday	Nov 25 – Dec 20	Holiday ads and Holiday Re-gifting for F1 Drivers, Celebrities and influencers	<ul style="list-style-type: none"> Website Miu Miu App AR Filters (Tik Tok, Instagram)
Post-Launch	Jan 5 – Jan 15	Archive the collection + loyalty-only access drop	<ul style="list-style-type: none"> Miu Miu App Top Client CRM list

FORMULA 1

POP-UP RACE WEEKEND



RACE	DATE	POP-UP
Monza GP	Sept 7-8	<ul style="list-style-type: none">• Collaboration debut + Italian pride.• Launch of AR filter for digital try-on.
Singapore GP	Oct 3-5	<ul style="list-style-type: none">• Racing + fashion experience.• Exclusive retail moment for VIP night access with on-site shopping via QR codes.
Mexico City GP	Oct 24-26	<ul style="list-style-type: none">• Street-style inspired moments with small fashion film or editorial shot in CDMX.
Las Vegas GP	Nov 20-22	<ul style="list-style-type: none">• Immersive VIP space with projections of the race.• Miu Miu hosted F1 after party showcasing the closure of the collaboration.



VISUAL MERCHANDISING

POP-UP STAND

The **"TAILORED TO RACE"** pop-up stands will be an exclusive and immersive experience between motorsports and high-fashion.

Mood: Innovation and Elegance

Visuals: Silhouette of the track, Formula One Cars, Checkered Flags

Palette: Black, Silver, Red, Gold, White, Beige

PRODUCT	DISPLAY	KEY FOCUS
Racing Jacket	Mannequin Form	Center Piece: LED-lit backdrop next to a Miu Miu F1 racing car
Bomber Jacket	Mannequin Form	Try-on through digital AR mirror
Charms/Chain	"Style Your Bag"	Touchscreen to style beau bag with Miu Miu X F1 charms
Beau Bag	Rotating Trophy Podium	Rotating trophy podium to showcase the Miu Miu X F1 Beau bag

PHOTO OP ZONE

MONZA GP

Vintage pit stop branded Miu Miu X F1 gas pump and checkered floor.

SINGAPORE GP

Night-race: Mirrored tunnel with racing car projections through motion.

MEXICO CITY GP

"Dia de los Muertos" F1 car, next to a Pirelli tire wall and papel picado with a Miu Miu X F1 mirror sign

LAS VEGAS GP

'Las Vegas' - style sign with Miu Miu X F1.



SCALING THE COLLABORATION

SEASONAL CAPSULE RELEASES

- Expand the Miu Miu's pop-up stands across F1 circuits (Barcelona, Monaco, Miami).
- Introduce seasonal variations featuring local cultural motifs and limited drops.

PERMANENT PRODUCT LINE

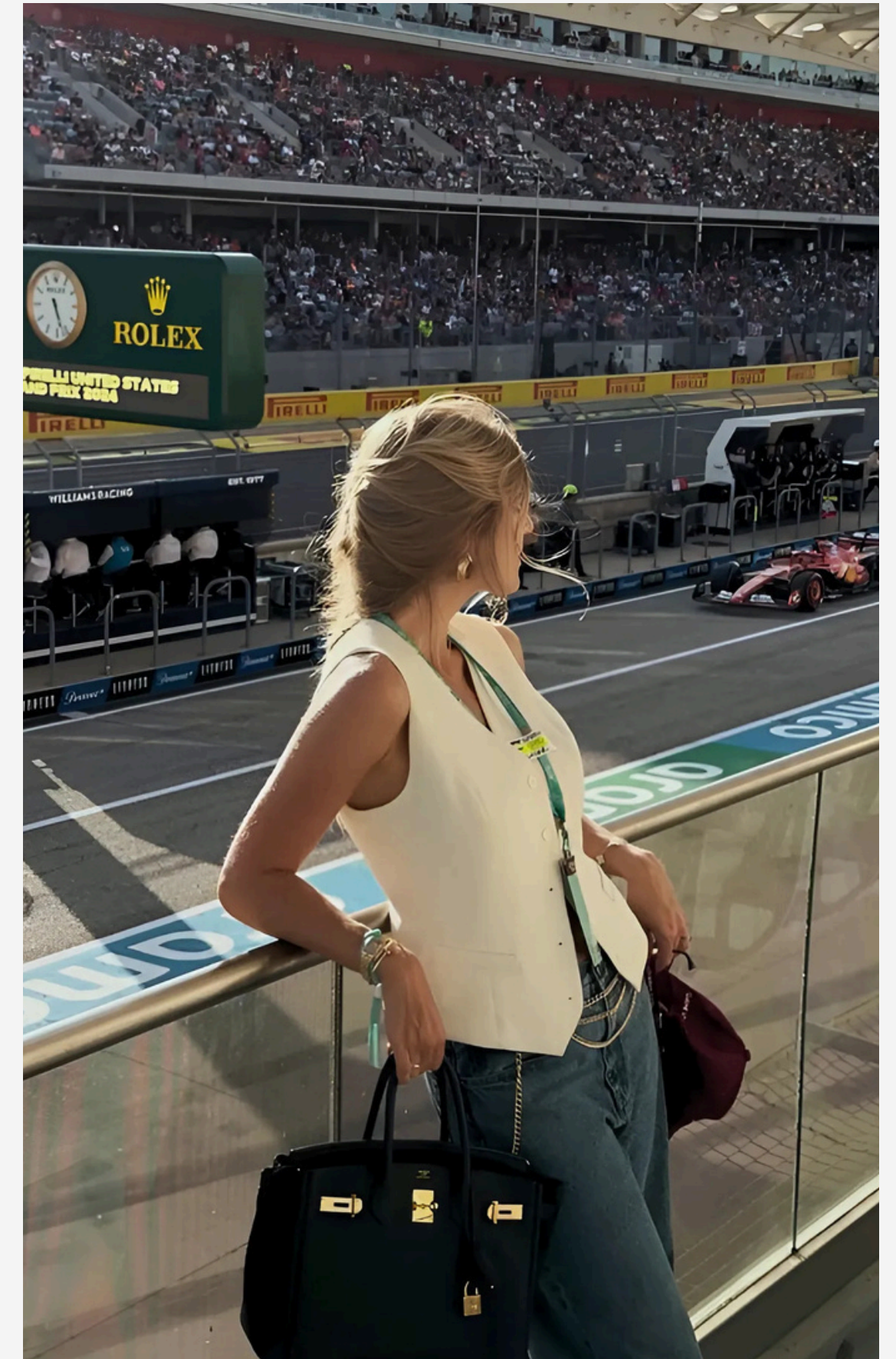
- Add a dedicated F1 section to Miu Miu's sporty-luxury essentials.

RETAIL EXPANSION

- Introduce traveling pop-up stores at race events in fashion capitals.
- Collaborate with luxury department stores (Galeries Lafayette, Saks, Neiman Marcus) for exclusive in-store experiences.

DIGITAL & AR INTEGRATION

- Expand AR try-ons and virtual racing-themed runways during race weekends.
- Continue leveraging social media campaigns targeting Gen Z and Millennials globally.





CONCLUSION

The Miu Miu x Formula 1 collaboration merges high fashion and the most prestigious motorsport competition in the world to create a bold, innovative collaboration. By combining **AR technology, exclusive capsule drops, and immersive pop-ups**. With the **goal of engaging Gen Z and Millennial audiences globally**.

This collaboration not only **elevates both brands visibility** but also sets a new standard for luxury-sport crossovers, by blending style, speed, and digital innovation for a **lasting cultural impact**.

REFERENCES



- Prada Group. (n.d.). Miu Miu. <https://www.pradagroup.com/en/brands/miu-miu.html>
- Osum. (2024, March 4). Analyzing Miu Miu's SWOT. (S/f). [Maisonmargiela-fragrances.us](https://www.maisonmargiela-fragrances.us). Recuperado el 12 de abril de 2025, de <https://www.maisonmargiela-fragrances.us/fashionhouse.html#:~:text=Founded%20in%201988%20by%20Belgian,than%20a%20cult%20of%20personality>.
- News Minimalist. (2024, December 5). Miu Miu brand sees 105% sales growth as rivals struggle in luxury market. <https://www.newsminimalist.com/articles/miu-miu-brand-sees-105percent-sales-growth-as-rivals-struggle-in-luxury-market-b3951e6d>
- Pearson, J. (2024, August 9). How Miu Miu are winning with Gen Z. Thred. <https://thred.com/newsletters/how-miu-miu-are-winning-with-gen-z/?utm>
- More Luxury Club. (2024, August 23). This week's obsession: The Miu Miu effect. <https://www.moreluxury.club/blogs/more-blog/this-weeks-obsession-the-miu-miu-effect>
- Team TBH. (2023, June 15). Marketing strategies, marketing mix and STP of Miu Miu. The Brand Hopper. <https://thebrandhopper.com/2023/06/15/marketing-strategies-marketing-mix-and-stp-of-miu-miu/>
- Ryan, C. (2025, April 7). What luxury sells in a trade war? Not the bold designs brands were banking on. The Wall Street Journal. <https://www.wsj.com/business/retail/what-luxury-sells-in-a-trade-war-not-the-bold-designs-brands-were-banking-on-48767ae0>
- Que, Z. (2023). Research on the marketing strategy of the branch products of luxury brands: Taking Maison Margiela's perfume product line as an example. *Advances in Economics, Management and Political Sciences*, 53, 16–24. <https://www.ewadirect.com/proceedings/aemps/article/view/7184>
- Maguire, L. (2024, November 22). OTB's Stefano Rosso on revaluing luxury with innovation. *Vogue Business*. <https://www.voguebusiness.com/story/fashion/otbs-stefano-rosso-on-revaluing-luxury-with-innovation>
- F1. (2024, December 31). Everything you need to know about F1. Formula 1® - The Official F1® Website. <https://www.formula1.com/en/latest/article/drivers-teams-cars-circuits-and-more-everything-you-need-to-know-about.7iQfL3Rivf1comzdqV5jwc>
- The Economics of Formula 1. *The YU Observer*. (2023, November 22). <https://yuobserver.org/2023/11/the-economics-of-formula-1/>
- Richard Shults, G. (GIA). (2024, March 20). The allure of miu miu: How the brand's identity redefines feminine fashion. *Borro*. <https://borro.com/the-allure-of-miu-miu-how-the-brands-identity-redefines-feminine-fashion/>
- Maguire, L. (2024, November 22). OTB's Stefano Rosso on revaluing luxury with innovation. *Vogue Business*. <https://www.voguebusiness.com/story/fashion/otbs-stefano-rosso-on-revaluing-luxury-with-innovation>
- More Luxury Club. (2024, August 23). This week's obsession: The Miu Miu effect. <https://www.moreluxury.club/blogs/more-blog/this-weeks-obsession-the-miu-miu-effect>
- News Minimalist. (2024, December 5). Miu Miu brand sees 105% sales growth as rivals struggle in luxury market. <https://www.newsminimalist.com/articles/miu-miu-brand-sees-105percent-sales-growth-as-rivals-struggle-in-luxury-market-b3951e6d>
- Osum. (2024, March 4). Analyzing Miu Miu's SWOT. (S/f). [Maisonmargiela-fragrances.us](https://www.maisonmargiela-fragrances.us). Recuperado el 12 de abril de 2025, de <https://www.maisonmargiela-fragrances.us/fashion%20house.html#:~:text=Founded%20in%201988%20by%20Belgian,than%20a%20cult%20of%20personality>
- Prada Group. (n.d.). Miu Miu. <https://www.pradagroup.com/en/brands/miu-miu.html>
- Ryan, C. (2025, April 7). What luxury sells in a trade war? Not the bold designs brands were banking on. The Wall Street Journal. <https://www.wsj.com/business/retail/what-luxury-sells-in-a-trade-war-not-the-bold-designs-brands-were-banking-on-48767ae0>
- Team TBH. (2023, June 15). Marketing strategies, marketing mix and STP of Miu Miu. The Brand Hopper. <https://thebrandhopper.com/2023/06/15/marketing-strategies-marketing-mix-and-stp-of-miu-miu/>
- The Sustainability Journey of Prada Group. PradaGroup. (n.d.). <https://www.pradagroup.com/en/sustainability/prada-impact/sustainability-strategy.html>
- Burney, C. (2025, March 5). Miu Miu's 93% growth boosts Prada group's "above-market performance." *TheIndustry.fashion*. <https://www.theindustry.fashion/miu-mius-93-growth-boosts-prada-groups-above-market-performance/>
- Sanderson, R. (2024, March 11). The strategy behind Miu Miu's explosive growth. *The Business of Fashion*. <https://www.businessoffashion.com/articles/luxury/strategy-miu-miu-explosive-growth-ceo-prada/>
- Shoaib, M. (2024, October 30). Miu Miu sales spike 105% as Prada Group Bucks slowdown. *Vogue Business*. <https://www.voguebusiness.com/story/companies/miu-miu-sales-spike-105-as-prada-group-bucks-slowdown>
- Bain & Company. (2023). *Luxury goods worldwide market study, fall-winter 2023*. Retrieved from <https://www.bain.com>
- *Vogue Business*. (2023, October). *Fashion and Formula 1: Why the sport is the new runway*. Retrieved from <https://www.voguebusiness.com>
- WWD. (2023, November). Miu Miu's meteoric rise with Gen Z: What's behind it. Retrieved from WWD. (2023, November). Miu Miu's meteo
- Bakar, Aizah. "Miu Miu Brings the Gymnasium to Asia with Custom Pop-Ups." *Hypebeast*, 19 Feb. 2025, <https://hypebeast.com/2025/2/miu-miu-gymnasium-pop-ups-schedule>.
- Yeo, Amanda. "Miu Miu Brings Back Its Sporty 'Gymnasium' Collection." *Hypebae*, 17 Mar. 2025, <https://hypebae.com/2025/3/miu-miu-gymnasium-collection-campaign-release-date>.
- Lagalante, Marco. "Miu Miu's Secret Formula for Brand Relevance." LinkedIn, 20 Apr. 2025, https://www.linkedin.com/posts/marco-lagalante_miu-mius-secret-formula-for-brand-relevance-activity-7231910404321394689-vae_.
- Morgan, Grace. "The Buzziest Fashion Moments That Defined 2024." *Vogue Business*, 8 Jan. 2025, <https://www.voguebusiness.com/story/fashion/the-buzziest-fashion-moments-that-defined-2024>.

