# Miu Miu teams up with Catherine Martin for Upcycled collection film debut



Miu Miu is set to unveil an exciting evolution in its Upcycled collection through its latest collaboration with the acclaimed Catherine Martin, a four-time Academy Award-winning costume, production, and set designer. This partnership marks Martin's directorial debut with the release of "Grand Envie," a short film that showcases the innovative designs of Miu Miu's Upcycled line. This collection, which debuted in 2020, emphasises the importance of circular fashion by reworking vintage pieces sourced from markets and stores across the globe.

"Grand Envie" intertwines a narrative of a ghostly love triangle with evocative visuals inspired by the aesthetic of the late 1920s and early 1930s, a period noted for its dynamic stylistic contrasts amidst the backdrop of the world wars. Martin describes the film as drawing inspiration from the works of renowned photographer Jacques Henri Lartigue, capturing a sense of creative freedom and escapism. She notes the collection's unique blend of “the pretty and the vulgar,” remarking that it brings together unexpected combinations such as lingerie paired with striped t-shirts and denim mingling with evening wear. “What fascinates me about the collection is this constant juxtaposition of the utilitarian and the precious,” Martin elaborated, encapsulating the duality that defines contemporary fashion.

The film boasts an impressive cast that includes Callina Liang, Daisy Ridley, Jasmin Savoy Brown, Diana Silvers, and Eliot Sumner, alongside a notable guest appearance by Willem Dafoe. This ensemble not only enhances the film's artistic vision but also aligns with Miu Miu's commitment to diversity and creative expression. The imagery captured by Michella Bredahl aims to evoke a sense of timelessness, illustrating how the past, present, and future continue to intertwine within fashion.

The culmination of this Upcycled effort comes as Miu Miu gears up for the collection's physical debut at its London store on June 7. This release is particularly noteworthy as it follows the brand's previous iterations, including the 2024 Lunar New Year capsule, which creatively highlighted the versatility of upcycled materials, such as denim and vintage dresses. The latest project also comprises elements that honour both the craftsmanship of the past and modern design sensibilities, illustrating Miu Miu's dedication to pushing the boundaries of fashion while promoting sustainable practices.

Martin’s vision for the Upcycled collection alongside the emotive storytelling in "Grand Envie" reflects a broader trend within the luxury fashion sector towards sustainability and circular design. This initiative not only reinvents cherished garments but also invites consumers to explore the narrative behind each piece, fostering a deeper connection to their fashion choices. Indeed, the Upcycled collection has become a pivotal component of Miu Miu's identity, resonating with a growing consciousness of environmental impact and ethical considerations in modern apparel.

In summary, "Grand Envie" serves as a celebration of artistry and innovation, merging Miu Miu's commitment to sustainability with the cinematic storytelling prowess of Catherine Martin. As this new chapter unfolds, it reinforces the notion that fashion can be both a form of self-expression and a conscientious choice, inviting wearers to cherish the stories woven into the fabric of their garments.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6, 7: Source [[1]](https://hypebae.com/2025/5/miu-miu-upcycled-catherine-martin-grand-envie-film)
2. Paragraphs 1, 2: Source [[2]](https://hypebae.com/2025/5/miu-miu-upcycled-catherine-martin-grand-envie-film)
3. Paragraphs 4, 5: Source [[3]](https://theimpression.com/miu-miu-upcycled-spring-2024-ad-campaign-review/)
4. Paragraphs 4, 5: Source [[4]](https://crfashionbook.com/miu-miu-fifth-upcycled-collection-vintage-denim/)
5. Paragraphs 1, 2: Source [[5]](https://www.miumiu.com/eu/en/miumiu-club/special-projects/upcycled-holiday-2024.html)
6. Paragraphs 1, 2: Source [[7]](https://www.awayinstyle.com/miu-miu-upcycled-holiday-2024/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://hypebae.com/2025/5/miu-miu-upcycled-catherine-martin-grand-envie-film> - Please view link - unable to able to access data
2. <https://hypebae.com/2025/5/miu-miu-upcycled-catherine-martin-grand-envie-film> - Miu Miu collaborates with four-time Academy Award-winning designer Catherine Martin for the 'Grand Envie' short film, marking her directorial debut. The film showcases the latest Miu Miu Upcycled collection, following the 2024 release with Emma Corrin. The Upcycled collection, launched in 2020, features curated vintage pieces reworked to promote circular design practices, sourcing items from vintage clothing markets worldwide. The film stars Callina Liang, Daisy Ridley, Jasmin Savoy Brown, Diana Silvers, and Eliot Sumner, with a special appearance by Willem Dafoe. Set in the late 1920s and early 1930s, it tells a ghost love triangle story, capturing a dynamic period between the world wars. The collection draws inspiration from Jacques Henri Lartigue's 1920s photographs, blending elements like lingerie with striped t-shirts, denim with eveningwear, and rowing blazers, juxtaposing the utilitarian and the precious. The campaign is captured by Michella Bredahl, aiming to depict the mysterious interplay of past, present, and future. The new Miu Miu Upcycled collection is set to debut at Miu Miu’s London store on June 7.
3. <https://theimpression.com/miu-miu-upcycled-spring-2024-ad-campaign-review/> - Miu Miu extends its Upcycled project with a striking campaign celebrating Lunar New Year 2024. The campaign, featuring creative direction from Edward Quarmby and photography by Jet Swan, showcases upcycled jeans sourced from vintage markets worldwide. The Upcycled project, launched in 2020, repurposes vintage dresses and leather jackets to create bespoke pieces, honoring sartorial history while revitalizing it for the future. The latest capsule includes upcycled jeans, with outer seams preserved to maintain the memory of the original piece and reuse as much fabric as possible. For the first time, the Upcycled project also includes bags, introducing a patchwork bag crafted from leather remnants of previous Miu Miu designs. The campaign highlights Miu Miu’s capsule for Lunar New Year, reimagining its signature polo, cardigan, and Wander and Arcadie bags. The campaign's imagery plays off the contrast between the celebratory scarlet of the Lunar New Year collection and the rich patina of the denim pieces, inviting reflections on the past while inspiring motion forward into an exciting future.
4. <https://crfashionbook.com/miu-miu-fifth-upcycled-collection-vintage-denim/> - Miu Miu's fifth Upcycled Collection focuses on vintage denim, emphasizing the material's durability and unique aging process. The collection features reimagined pieces like loose-fitting jeans, cropped scarf tops, micro-shorts, and modified blouson jackets, all reflecting the brand’s ready-to-wear aesthetic. Each garment is carefully sourced from experts worldwide, then transformed with natural suede borders and visible stitching, retaining the material’s essence while infusing a contemporary twist. The accompanying campaign, photographed by Tarek Cassim, features models in artfully collaged portraits, mirroring the creative process behind Upcycled by Miu Miu and emphasizing the synergy between product and wearer. The collection is available in stores and at miumiu.com.
5. <https://www.miumiu.com/eu/en/miumiu-club/special-projects/upcycled-holiday-2024.html> - Miu Miu unveils Upcycled 2024, part of the Holiday collection, introducing for the first time a fully realized wardrobe. Now in its fifth edition, Miu Miu Upcycled has become a key pillar of the brand, both in product and aesthetic, seamlessly aligning with Miu Miu’s long-term commitment to sustainability and circular design practice. Launched in 2020, Miu Miu Upcycled continues to breathe new life into cherished garments from the past, enhancing the experience of those who will wear them in the future. This project not only preserves the history of these pieces but also enriches the lives of new wearers with a sense of style and sustainability. The 2024 collection features four singular narratives: Upcycled leather, globally sourced; Upcycled kilts from the Fifties to the Seventies; Upcycled yarn, comprising remnants from the brand archive with an emphasis on color; and Upcycled embroidery, showcasing samples of archival embroideries applied to a base of black chantilly lace. Each piece in the collection carries its own story and provenance, coming together to form a cohesive look.
6. <https://www.miumiu.com/us/en/miumiu-club/special-projects/upcycled-by-miumiu-fw22.html> - Miu Miu continues its Upcycled by Miu Miu initiative with a limited edition of 50 leather jackets, specially created and shown on the runway for the Fall/Winter 2022 season. Each jacket has been carefully sourced from vintage markets across the world, then re-worked and finished in the atelier by hand. The collection embodies the paradox at the heart of Miu Miu, combining the iconic silhouette of the leather jacket with feminine, Twenties-inspired collars in contrasting materials, stylized flowers, precious crystal, python-print leather, and satin ribbon trim. The accompanying campaign, shot by photographer Kitajima Keizo, features models Ever Anderson, Esther McGregor, and Mame Bineta Sane, styled with vintage motorcycles, gleaming metal, and inky rubber, set in an anonymous urban subway. The campaign explores the juxtaposition of the masculine perfecto with feminine elements, highlighting the complexity and multiplicity of identity.
7. <https://www.awayinstyle.com/miu-miu-upcycled-holiday-2024/> - Miu Miu unveils Upcycled 2024, part of the Holiday collection, introducing for the first time a fully realized wardrobe. Now in its fifth edition, Miu Miu Upcycled has become a key pillar of the brand, both in product and aesthetic, seamlessly aligning with Miu Miu’s long-term commitment to sustainability and circular design practice. Launched in 2020, Miu Miu Upcycled continues to breathe new life into cherished garments from the past, enhancing the experience of those who will wear them in the future. This project not only preserves the history of these pieces but also enriches the lives of new wearers with a sense of style and sustainability. The 2024 collection features four singular narratives: Upcycled leather, globally sourced; Upcycled kilts from the Fifties to the Seventies; Upcycled yarn, comprising remnants from the brand archive with an emphasis on color; and Upcycled embroidery, showcasing samples of archival embroideries applied to a base of black chantilly lace. Each piece in the collection carries its own story and provenance, coming together to form a cohesive look.