

Coty to unveil Miu Miu fragrance with a Twist



For Miu Miu Twist, designer Miuccia Prada and perfumer Daniela Andrier follow the spirit of the Miu Miu girl and inject it with a surprising new energy

Coty is set to launch the second fragrance from Prada-owned fashion brand Miu Miu, called Twist, containing a blend of classic and unexpected ingredients that aims to simulate both enthusiasm and sophistication.

Designer Miuccia Prada and perfumer Daniela Andrier follow the spirit of the Miu Miu girl – unpretentiously intellectual – and inject it with a surprising new energy.

The fragrance starts with vert de bergamot and apple blossom that gives way to a deep, full base of cedar wood and an exclusive new accord: pink amber, an invention of Daniela Andrier, providing a hot woodiness.

The bottle is described as a twisted take on the brand’s signature matelassé material, rendered in high contrast. The design’s new take on a classic vintage perfume flacon combines camp hallmarks of modern art and the flamboyant elegance of boudoir accessories. There is a gold Miu Miu-branded collar under the cap.

An opulently studded glass base adds weight to sharpened edges and inflated proportions.

The Miu Miu Twist campaign stars Elle Fanning. A short film by the production house Canada follows a

movie star's hectic routine through multiple roles.

In portraits photographed by Mert & Marcus, Fanning stars in a series of outrageous vignettes. As she shuttles through various studios and characters, she amuses herself with wordplay, turning each prop, costume, and set into something miu: miusic, miutant, miustache.

The fragrance's on-counter date in travel retail is February 1 for the US and January 18 for Asia Pacific. The European travel retail launch date is not yet available.