

01 / THE HOUSE STORY

The people. The point of view.



From the Sui Generis catalog

THE BEGINNING

Miuccia Prada

Miuccia Prada introduced Miu Miu in 1993 as a distinct fashion identity within the Prada Group. The label developed its own playful, subversive visual language across ready-to-wear, handbags, shoes, accessories and jewelry, so authentication should not treat Miu Miu as simply a Prada label with a different name. Use 1993 as the brand anchor. Date pieces with runway/product archives, label construction, style references and the evolution of the Miu Miu wordmark and packaging. Recent digital-authentication features on eligible products must not be projected backward onto vintage inventory.

FOUNDED

1993

ORIGIN

Milan, Italy

WHY THE DETAILS MATTER

Current Miu Miu product pages use structured product references with style, material and color components. Copy the complete code exactly and match it to the same silhouette, material and color. A valid product reference is model evidence, not a unique owner-level serial number. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable. Read the Miu Miu care label literally before trying to date it.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

Miu Miu	1993
Distinct Prada Group luxury brand	
Ready-to-wear, bags, footwear, eyewear, jewelry and accessories.	

Miu Miu is a distinct luxury brand within Prada Group with its own identity, products and runway calendar.

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A story in chapters

1993

Miu Miu

House origins · Miuccia Prada

COLLECTION CONTEXT

Miuccia Prada introduced Miu Miu in 1993 as a distinct fashion identity within the Prada Group. The label developed its own playful, subversive visual language across ready-to-wear, handbags, shoes, accessories and jewelry, so authentication should not treat Miu Miu as simply a Prada label with a different name. Use 1993 as the brand anchor. Date pieces with runway/product archives, label construction, style references and the evolution of the Miu Miu wordmark and packaging. Recent digital-authentication features on eligible products must not be projected backward onto vintage inventory.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

Read the label. Find the details.



THE COMPLETE ITEM

MIU MIU 40 Charcoal & Blue Pinstripe Wool / Cotton 4 Button Sport Coat

Marked size = the item’s original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

THE LABEL / MARKING DETAIL

01 / WHAT YOU CAN READ

miu miu · MADE IN ITALY

02 / HOW TO USE IT

Separate the house name from its manufacturing statement. Save a full label photograph with the surrounding seam so the reader can see how it is attached.

03 / WHAT TO CHECK NEXT

This view supplies no readable composition or collection date. Request the care tag and any production reference before narrowing the piece to a season.

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Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

https://www.miumiu.com/ch/en/p/wool-crew-neck-sweater/MMLA23_158R_F0040_S_OOO

<https://www.miumiu.com/eu/en/faqs.html>

<https://www.pradagroup.com/en/brands/miu-miu.html>

<https://www.miumiu.com/>

<https://suigenerisconsignment.com/products/miu-miu-40-charcoal-blue-pinstripe-wool-cotton-4-button-sport-coat>

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SIZING / HOW TO READ OUR CATALOG

Marked size & your US size

The marked size is the size printed on the item’s original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer’s tag; it does not change the item’s original marked size.

READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand’s own size table instead of substituting a generic conversion. Women’s clothing, men’s tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

REFERENCE READING

- Nordstrom: designer clothing conversion reference
- Maison Margiela: category-specific size guide
- Yohji Yamamoto: measuring garments

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