

MIU MIU
EYEWEAR

PRODUCT ID
JULY 2016 COLLECTION



MU 03SS

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - SUN
- THEME NAME FW 16 SPECIAL PROJECT

INSPIRATION AND DESCRIPTION

- The decadent experimentalism of dazzling MIU MIU FW16 catwalk accessories inspire this season's Special Project, redefining the concept of contemporary glamour through luminous shades, brilliant details and bold volumes that exhalt vintage-inspired couture design with a fresh look of opulent sensuality.
- This distinctive irregular sun shape features the unmistakable Noir metal temple & bridge construction and a sparkling frontal décor featuring fine multifaceted crystals and stones on contoured profiles in both soft, transparent tones and dark classic colours.

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/Temple	51/24/140

Colours	Frame	Cabochon	Crystal Navette	Crystal Drops	Temple Tips	Bridge/Temples	Lenses
1AB0A7	Black	Black Diamond (Dark Grey)	Black	Black Diamond (Dark Grey)	Black	Pale Gold	Grey Gradient
7S08C1	Light Havana	Black Diamond (Dark Grey)	Black Diamond (Dark Grey)	Silver Shade	Light Havana	Pale Gold	Brown
U691A1	Transparent Lilac	Sapphire (Dark Lilac)	Tanzanite (Light Lilac)	Tanzanite (Light Lilac)	Lilac	Silver	Grey
VAV6Q0	Transparent Dark Blue	Mirror Blue Topaz (Light Blue)	Montana (Dark Blue)	Montana (Dark Blue)	Blue	Silver	Grey

KEY SELLING POINTS

- The glamorous design and dazzling décor of this frame embodies the sensual contrasts and provocative appeal of this season's catwalk shows for an exclusive, MIU MIU look.
- The bold, yet perfectly balanced acetate frame offers a high quality finish and easily adjustable style for personalised comfort and durable style.
- The catwalk-inspired palette offers a varied selection of innovative pastel transparencies in lilac and blue tones, as well as classic black and light havana for a varied selection suited to different tastes and complexions.
- The shimmering crystal&metal décor features 2 central stones and 42 multifaceted crystals in different shapes and is hand assembled for an exclusive, luxury finish.
- Quality sun lenses in soft monotint and gradient shades guarantee 100% protection from harmful UV rays for essential vision comfort and absolute allure.
- FW16 advertising style.



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INSPIRATION AND DESCRIPTION

- The decadent experimentalism of dazzling MIU MIU FW16 catwalk accessories inspire this season's Special Project, redefining the concept of contemporary glamour through luminous shades, brilliant details and bold volumes that exhalt vintage-inspired couture design with a fresh look of opulent sensuality.
- This seductive cat-eye sun shape features acetate temples & unmistakable Noir bridge construction and a sparkling frontal décor featuring fine crystals and stones on contoured profiles in both soft, transparent tones and dark classic colours.

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Acetate
Hinge	Standard
Base	4
Size/Bridge/Temple	52/24/145

Colours	Frame	Central Crystal/ Small Stones	Crystal Navette	Rectangle Crystal	Temples	Bridge	Lenses
1AB0A7	Black	Black Diamond Crystal (Dark Grey) and Black Stones	Silver Shade	Silver Shade	Black	Pale Gold	Grey Gradient
7S03D0	Light Havana	Jet Crystal (Black) and Black Stones	Golden Shadow	Golden Shadow	Light Havana	Pale Gold	Brown Gradient
U695J0	Lilac	Tanzanite Crystal (Light Lilac) and Blue Stones	Provence Lavender (Light Blue)	Silver Shade	Transparent Lilac	Silver	Light Grey
VAA1A1	Transparent Azure	Montana Crystal (Dark Blue) and Dark Blue Stones	Light Sapphire (Light Lilac)	Light Sapphire (Light Lilac)	Transparent Azure	Silver	Grey

KEY SELLING POINTS

- The glamorous design and dazzling décor of this frame embodies the sensual contrasts and provocative appeal of this season's catwalk shows for an exclusive, MIU MIU look.
- The bold, yet perfectly balanced acetate frame offers a high quality finish and easily adjustable style for personalised comfort and durable style.
- The catwalk-inspired palette offers a varied selection of innovative pastel colours: in lilac and transparent blue tones, as well as classic black and light havana for a varied selection suited to different tastes and complexions.
- The shimmering crystal&metal décor features 10 precious crystals and 20 small stones in different shapes and dimensions and is hand assembled for an exclusive, luxury finish.
- Quality sun lenses in soft monotint and gradient shades guarantee 100% protection from harmful UV rays for essential vision comfort and absolute allure.
- FW16 advertising style.



MU 51SS

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - SUN
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- A sophisticated evolution of the Noir Collection reveals the edgy resilience and seductive contrasts of unconventional MIU MIU women – petite, yet provocative, charming yet daring – for a look as strong as metal and as soft as acetate.
- This on-trend rounded phantos sun style pays homage to the iconic Noir frame construction with an evolution of its iconic forms: Distinctive new metal rim covers add an edgy, contemporary aspect, incorporating matte and shiny contrasts on both modern pink and azure coloured metal or classic galvanized tones of silver and pale gold.

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6
Size/Bridge/B/ED/Temple	49/24/46.7/49.9/140

Colours	Frame	Rims	Temples	Temple Tips	Lenses
1AB9K1	Black	Transparent Grey	Pale Gold	Transparent Grey	Grey
1BC2B0	Silver	Crystal	Silver	Crystal	Light Grey Mirror Silver
VA71A1	Matte Azure	Medium Havana	Pale Gold	Medium Havana	Grey
VA86X1	Matte Pink	Marble White and Black Havana	Pale Gold	White and Black Havana	Brown
ZVN1C0	Pale Gold	Crystal	Pale Gold	Crystal	Light Brown Mirror Gold

KEY SELLING POINTS

- The unique construction of this frame flaunts sleek metal rim covers, and light, noir inspired bridges & temples for a modern, feminine style with elegant intrigue.
- The lightweight frame in high quality, galvanized metal and premium quality acetate, features adjustable silicone nose pads and soft-to-the-touch acetate temple tips, for a personalised fit and lasting style.
- Quality sun lenses guarantee 100% protection from harmful UV rays and essential glare reduction vision comfort while also adding to the contemporary allure of this unusual style.
- The up to date colour palette echoes the latest trends in the fashion world, emphasising the all-encompassing identity of MIU MIU women and the brand's provocative, exclusive spirit as well as providing a rich colour selection that offers something for all tastes and complexions.
- MIU MIU logo laser engraved on external side of metal temples.

PRESCRIPTION

- Rx-Able: Not Recommended.



MU 50SS



- COLLECTION JULY 2016 - SUN
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- Embracing the refined experimentalism of MIU MIU fashion themes, this revival of the SS16 “Scenique” special project brings the alluring glam rock spirit of the catwalk collection, bold vintage shapes and feminine lines together to create an intriguing new visual dialogue between delicate frames and oversize, contemporary volumes.
- In line with the round and metal seasonal trends, this oversize rimless round sun frame features a sinuous metal construction with a distinctively curved upper bridge and curved temples in galvanized antique or pale gold metal.

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6D
Size/Bridge/B/ED/Temple	57/19/50/57/140

Colours	Frame	Temples	Temple Tips	Lenses
70E0A0	Antique Gold	Antique Gold	Pink	Dark Violet
70E1V1	Silver	Silver	Crystal	Light Grey Mirror Silver
ZVN1C0	Pale Gold	Pale Gold	Ivory	Light Brown Mirror Gold
ZVN9K1	Pale Gold	Pale Gold	Black	Grey

KEY SELLING POINTS

- Inspired by SS 2016 MIU MIU catwalk styles, this unconventional avant-garde frame is unique, yet wearable and offers exclusive on-trend, high-fashion appeal.
- The use of distinctive hexagonal rivets and iconic details on the fine metal construction identify with past styles from the NOIR collection for subtle branding and unmistakable brand identity.
- The lightweight frame in high quality, galvanized metal, features adjustable silicone nose pads and soft-to-the-touch acetate temple tips, for a personalised fit and durable high profile style.
- Quality sun lenses guarantee 100% protection from harmful UV rays for essential vision comfort and absolute allure, and mirror lens options also offer reduced glare in very bright light.
- MIU MIU logo laser engraved on external side of metal temples.

PRESCRIPTION

- Rx-Able: Not Recommended.



MU 01SS

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - SUN
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- Shifting transparent layers, distinctive cut-out shapes and contrasting accents reveal the playful heart of MIU MIU, translating imaginative, fresh, almost ironic, layers into a provocative yet light-hearted interpretation of an irreverent “OVERLAPPING GAME”.
- This unusual round sun shape features 2 transparent «rims» with a cut-out heart in the centre that literally sandwich the sun lenses in the middle, and distinctive Noir metal bridge & temples with acetate temple tips in contrasting tones.

FEATURES

Gender	Woman
Front Material	Nylon fibre
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/Temple	60/15/61.4/62/140

Colours	Top Rim	Lower Rim	Temples	Temple Tips	Lenses
VA06P2	Azure	Halzenut	Pale Gold	Medium Havana	Blue
VA14M2	Lilac	Pink	Pale Gold	Ivory	Pink Mirror Gold
VA25J2	Hazelnut	Light Yellow	Pale Gold	Violet	Light Brown
VA35L0	Grey	Grey	Pale Gold	Lilac Havana	Grey Mirror Black

KEY SELLING POINTS

- The unique construction of this frame flaunts the provocative spirit of MIU MIU through shifting shades and a modern, irreverent play on layered shapes, cut-outs and mirror images for an avant-garde look with intrinsically fashion oriented style.
- The lightweight frontal and fine temples in high quality, galvanized metal, features adjustable silicone nose pads and soft-to-the-touch acetate temple tips, for a personalised fit and durable style.
- Quality sun lenses, including edgy mirror variants, guarantee 100% protection from harmful UV rays and essential vision comfort while adding another element of contrast to this unusual style.
- The varied palette offers luminous catwalk-inspired tones in pastel colours emphasise the strong connection of MIU MIU eyewear to the world of fashion as well as the brand's exclusive spirit. with unique colour accents for distinctive MIU MIU allure.



MU 02SS

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - SUN
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- Shifting transparent layers, distinctive cut-out shapes and contrasting accents reveal the playful heart of MIU MIU, translating imaginative, fresh, almost ironic, layers into a provocative yet light-hearted interpretation of an irreverent “OVERLAPPING GAME”.
- This unusual butterfly sun shape features 2 transparent «rims» with a cut-out “wings” that literally sandwich the sun lenses in the middle, and distinctive Noir metal bridge & temples with acetate temple tips in contrasting tones.

FEATURES

Gender	Woman
Front Material	Nylon fibre
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	64/25/53/78.2/140

Colours	Top Rim	Lower Rim	Temples	Temple Tips	Lenses
VA02A7	Azure	Halzenut	Pale Gold	Medium Havana	Grey Gradient
VA43C2	Dark Grey	Light Grey	Pale Gold	Lilac Havana	Grey
VA50A0	Dark Brown	Pink	Pale Gold	Ivory	Dark Violet
VA68C1	Lilac	Light Yellow	Lilac/Yellow	Violet	Brown

KEY SELLING POINTS

- Hand assembled frames in fine materials offer a luxury look & feel, while ultra-fine laser engraved branding underlines the origins of exclusive brand-inspired style.
- The lightweight frontal and fine temples in high quality, galvanized metal, feature adjustable silicone nose pads and soft-to-the-touch acetate temple tips, for a personalised fit and durable style.
- Quality sun lenses guarantee 100% protection from harmful UV rays and essential vision comfort while also adding to the nuanced allure of this unusual style.
- The varied palette offers luminous catwalk-inspired tones, including soft pastel colours and darker tones with unique colour accents for contemporary appeal.



MU 05PV

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - OPTICAL
- THEME NAME FW 16 SPECIAL PROJECT

INSPIRATION AND DESCRIPTION

- The decadent experimentalism of the accessories that dazzled the MIU MIU FW16 catwalk inspire this season's Special Project optical collection, redefining the concept of aristocratic opulence with contemporary glamour – luminous shades, brilliant details and upswept volumes exhalt vintage-inspired design with a provocative new style.
- This glamorous upswept optical shape in premium acetate features a sparkling, crystal-bedecked décor, shimmering transparencies and the iconic Noir metal temples and bridge construction with hexagonal rivets.

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/Temple	52/24/140

Colours	Frame	Crystal Drop	Crystal Navette	Rectangle Crystal	Temple Tips	Bridge/Temples
1AB1O1	Black	Jet (Black)	Silver Shade	Jet (Black)	Black	Pale Gold
7S01O1	Light Havana	Black Diamond (Dark Grey)	Golden Shadow	Golden Shadow	Light Havana	Pale Gold
U691O1	Lilac	Tanzanite (Light Lilac)	Provence Lavender (Light Blue)	Silver Shade	Transparent Lilac	Silver
VAA1O1	Transparent Azure	Aquamarine	Montana (Dark Blue)	Montana (Dark Blue)	Transparent Azure	Silver

KEY SELLING POINTS

- The glamorous design and dazzling décor of this frame embodies the sensual contrasts and provocative appeal of this season's catwalks for an exclusive, MIU MIU look.
- The bold, yet perfectly balanced acetate frame offers a high quality finish and easily adjustable frame for personalised comfort and durable style.
- The catwalk-inspired palette offers a varied selection of innovative pastel colours: in lilac and transparent blue tones, as well as classic black and light havana for a varied selection suited to different tastes and complexions.
- The shimmering crystal&metal décor features 10 precious multifaceted crystals in different dimensions and is hand assembled for an exclusive, luxury finish.
- Available in size 52 with soft silicone nose pads and metal temple tips for an easy to fit look.



MU 04PV

MIU MIU
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- COLLECTION JULY 2016 - OPTICAL
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- A sophisticated evolution of the Noir Collection reveals the edgy resilience and seductive contrasts of unconventional MIU MIU women – petite, yet provocative, charming yet daring – for a look as strong as metal and as soft as acetate.
- This on-trend rounded acetate optical style pays homage to the unmistakable forms of the iconic Noir frame construction with a subtle colour evolution featuring new lilac, azure and dark pinks from this season’s catwalks.

FEATURES

Gender	Woman
Front Material	Acetate
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	50/19/46.4/53.7/140 52/19/48.3/55.8/140

KEY SELLING POINTS

- The unique construction of this frame flaunts an on-trend shape and distinctive noir inspired bridges & temples for iconic, feminine style with elegant intrigue.
- The lightweight frame in premium quality acetate, features metal temples and soft-to-the-touch, adjustable temple tips, for a personalised fit and lasting style.
- Available in 2 sizes (50 & 52) for easy fitting.
- The up to date colour palette echoes the latest trends in the fashion world, emphasising the all-encompassing identity of MIU MIU women as well as providing a rich colour selection that offers different tones for all tastes and complexions.
- Hand assembled frames in fine materials offer a luxury look & feel, as well as exclusive brand-inspired style.
- MIU MIU logo engraved on external side of metal temples.

Colours	Frame	Temples	Temple Tips
1AB1O1	Black	Pale Gold	Marble White and Black Havana
7S01O1	Light Havana	Pale Gold	Violet
U681O1	Dark Pink	Pale Gold	Pink
U691O1	Lilac	Pale Gold	Ivory
VAA1O1	Azure	Pale Gold	Medium Havana

OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.

PRESCRIPTION

- Acetate rim wire helps to hide lens thickness with high negative and high positive prescriptions.
- Depth of lens is suitable for progressive lenses, classic design.
- Panthos lens shape will fit any kind of lenses, also high positive lenses.
- Progressive Friendly: Yes, Classic.



MU 52PV

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - OPTICAL
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- The evolution of a MIU MIU icon – refined, cut-off looks, feminine understatement and seductive nonchalance belie the resilient soul of the Noir Collection for on-trend, contemporary women: Metal.
- This seductive modern cat-eye optical style pays homage to the unmistakable Noir frame construction with a full-metal evolution featuring a distinctive new 2-tone frontal with hand-finished glossy lacquer finishes and ultra light metal bridge & temples in pale gold with iconic hexagonal rivets.

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	48/23/45.1/50.8/140

Colours	Frame	Temples	Temple Tips
1AB1O1	Matte Black/ Polished Black	Pale Gold	Black
U651O1	Amaranth/ Pink	Pale Gold	Pink
U661O1	Blue/ Azure	Pale Gold	Blue
U671O1	Argil/ Violet	Pale Gold	Violet

KEY SELLING POINTS

- The unique construction of this frame flaunts an on-trend rounded cat-eye shape and distinctive noir inspired bridges & temples for iconic, feminine style with seductive appeal.
- Available in 2 sizes (50 & 52) for easy fitting, the lightweight frame in quality, galvanized metal and premium quality acetate, features soft-to-the-touch, adjustable temple tips, for a personalised fit & lasting style.
- The up to date colour palette echoes the latest trends in the fashion world, emphasising the all-encompassing identity of MIU MIU women as well as providing a rich colour selection that offers different tones for all tastes and complexions.
- Hand assembled frames in fine materials offer a luxury look & feel, as well as exclusive brand-inspired style.
- MIU MIU logo engraved on external side of metal temples.

OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.
- Metal pad arms are easily adjusted.

PRESCRIPTION

- Depth of lens is suitable for progressive lenses, classic design.
- Cat-eye lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.



MU 53PV

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - OPTICAL
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- Embracing the refined experimentalism of MIU MIU fashion themes, this revival of the SS16 “Scenique” special project brings the alluring glam rock spirit of the catwalk collection, bold vintage shapes and feminine lines together to create an intriguing new visual dialogue between delicate frames and oversize, contemporary volumes.
- In line with the metal seasonal trends, this oversize cat-eye optical frame features a sinuous metal construction with a distinctively curved upper bridge and curved temples in galvanized antique or pale gold metal.

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/B/ED/Temple	56/16/46.1/62.1/145

KEY SELLING POINTS

- Inspired by SS 2016 MIU MIU catwalk styles, this unconventional avant-garde frame is unique, yet wearable and offers exclusive high-fashion appeal.
- The use of distinctive hexagonal rivets and iconic details on the fine metal construction identify with past styles from the NOIR collection for subtle branding and unmistakable brand identity.
- The rich colour palette offers both classic Pale gold and dense tones of Black, Amaranth and Blue in fine combinations with contrasting tones on the acetate temple tips for a distinctive MIU MIU touch.
- The lightweight frame in high quality, galvanized metal, features adjustable silicone nose pads and soft-to-the-touch acetate temple tips, for a personalised fit and durable high profile style.

Colours	Frame	Temples	Temple Tips
1AB1O1	Black	Pale Gold	Black
UA51O1	Amaranth	Antique Gold	Pink
UE61O1	Blue	Antique Gold	Red
ZVN1O1	Pale Gold	Pale Gold	Ivory

OPTICIAN'S TIPS

- Thin acetate temple tips are easy to adjust.
- Metal pad arms are easily adjusted.

PRESCRIPTION

- Depth of lens is suitable for progressive lenses, classic design.
- Cat-eye lens shape will fit any kind of lenses.
- Progressive Friendly: Yes, Classic.

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EYEWEAR

COLOUR REFRESH



MU 53RS



- COLLECTION JULY 2016 - SUN
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- Light, clean cut looks, feminine understatement & seductive nonchalance reveal the resilient spirit of modern women: metal.
- Refreshing one of this year's best seller, this feminine cat-eye sun style features a fine metal frame construction in tones of pale gold, silver and azure, with contrasting colours on the frontal and temple tips.

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	6D
Size/Bridge/Temple	52/23/140

Colours	Frame	Temples	Temple Tips	Lenses
VAF1C0	Pale Gold	Pale Gold	Crystal	Light Brown Mirror Gold
VAE2B0	Silver	Silver	Crystal	Light Grey Mirror Silver
VAD1A1	Azure	Pale Gold	Medium Havana	Grey

KEY SELLING POINTS

- The unique construction of this best-seller frame flaunts an on-trend rounded cat-eye shape and distinctive noir inspired bridges & temples for iconic, feminine style with seductive appeal.
- The lightweight frame in quality, galvanized metal, features soft-to-the-touch, adjustable acetate temple tips, for a personalised fit & lasting style.
- The up to date colour palette refreshes this best performer style with fresh new tones of pale gold, silver and azure.
- Hand assembled frames with distinctive hexagonal rivets offer a luxury look & feel, as well as exclusive brand-inspired style.
- MIU MIU logo engraved on external side of metal temples.



MU 53OV

MIU MIU
EYEWEAR

- COLLECTION JULY 2016 - OPTICAL
- THEME NAME CORE COLLECTION

INSPIRATION AND DESCRIPTION

- Edgy and provocative, and unconventionally provocative, the seductive nonchalance of MIU MIU reveals the resilient spirit of modern women: metal.
- Reinventing one of this year's best seller, this feminine cat-eye sun style features a fine metal frame construction in tones of dark grey, pink and azure, with contrasting colours on the frontal and temple tips.

FEATURES

Gender	Woman
Front Material	Metal
Temple Material	Metal/ Acetate Tips
Hinge	Standard
Base	4
Size/Bridge/Temple	50/25/140

Colours	Frame	Temples	Temple Tips
VAB101	Dark Grey	Pale Gold	Violet
VAC101	Pink	Pale Gold	Ivory
VA7101	Matte Azure	Pale Gold	Medium Havana

KEY SELLING POINTS

- The unique construction of this best-seller frame flaunts an on-trend cut-off metal frontal and distinctive noir inspired bridges & temples for iconic, feminine style with edgy allure.
- The lightweight frame in quality, galvanized metal, features soft-to-the-touch, adjustable acetate temple tips, for a personalised fit & lasting style.
- The up to date colour palette refreshes this best performer style with fresh new tones of dark grey, pink and azure.
- Hand assembled frames with distinctive hexagonal rivets offer a luxury look & feel, as well as exclusive brand-inspired style.
- MIU MIU logo engraved on external side of metal temples.

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