

# Humanity in a Digital Age

## *The Future of Fashion Branding*



**MIU MIU**

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*International Luxury Business*

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# What to *Expect*

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1. *Understanding the Landscape*

2. *Literary Chic*

3. *AI Escapism*

4. *Brand Intimacy*

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# Understanding the *Landscape*

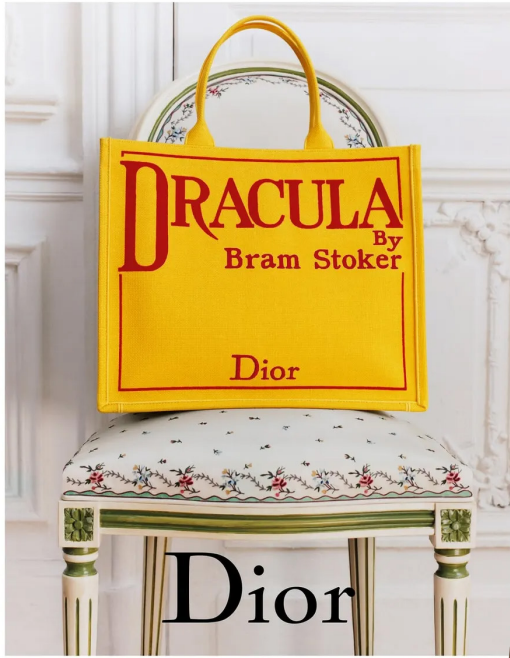


This report explores how contemporary luxury brands evolve in today's fast-paced environment. It highlights two specific brands: the Italian luxury brand *Miu Miu* and the Scandinavian premium brand *GANNI*. Both brands target Generation Z and younger Millennials who prioritize style and affordable luxury. This audience is highly active online, following modern trends. Individuals are becoming more intentional with their brand purchases and constantly seek alternatives (Vogue Business, 2024).



This report examines three rising trends in brand communication within the contemporary fashion landscape: *Intellectual Chic*, *AI Escapism*, and *Brand Intimacy*. Although these trends differ, they all stem from the increasing digital accessibility and the desire for more human, authentic connections (The Business of Fashion, 2024). *Intellectual Chic* highlights a demand for knowledge-based activities and learning, *AI Escapism* explores how innovative technology can create hybrid realities, not escaping reality entirely, while *Brand Intimacy* focuses on cultivating genuine communities with shared beliefs.

The report also includes a comparative analysis of *Miu Miu* and *GANNI*, showcasing how each brand implements one of these communication and marketing trends. *Miu Miu* emphasizes the importance of using knowledge as power, while *GANNI* exemplifies innovative cult branding by prioritizing sustainability as a collective value of the *GANNI Girls*. This report also includes examples from other fashion brands to reinforce the significance of these communication trends. This report highlights the balance of innovation and authenticity.



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## TEN PROTAGONISTS

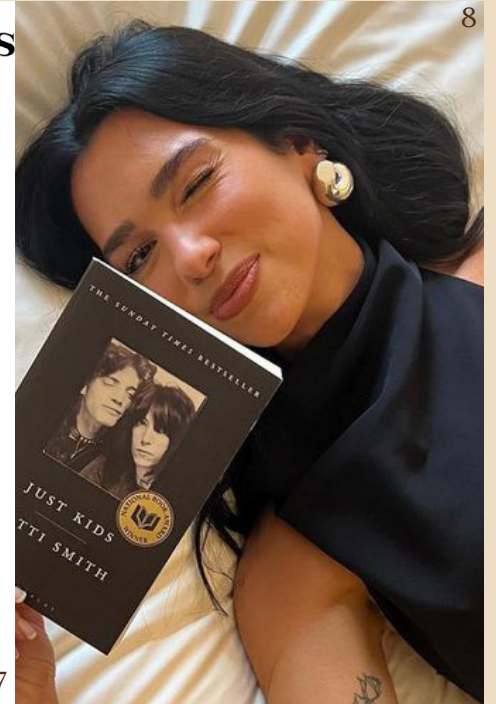
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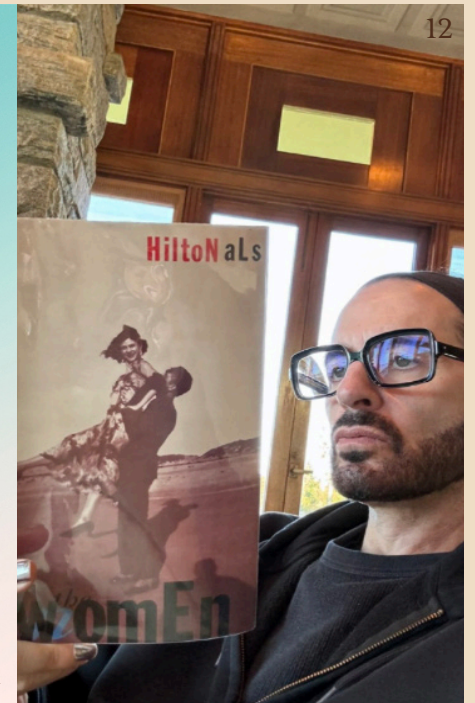


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The heart is  
a museum,  
filled with  
the exhibits of  
a lifetime's loves.

—Diane Ackerman,  
*A Natural History of Love*

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# LiteraryChic

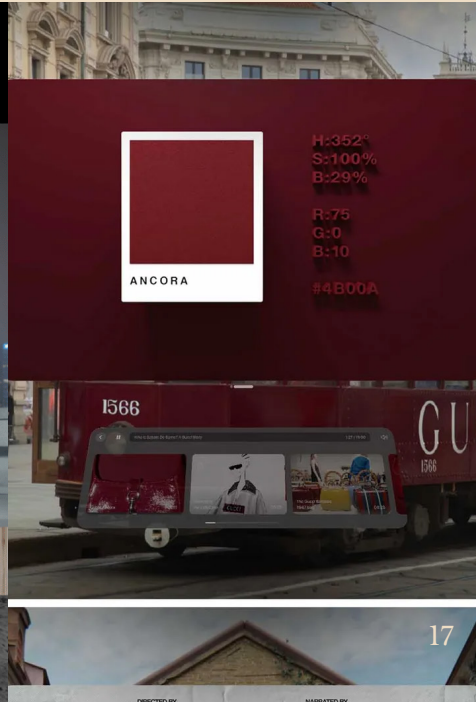
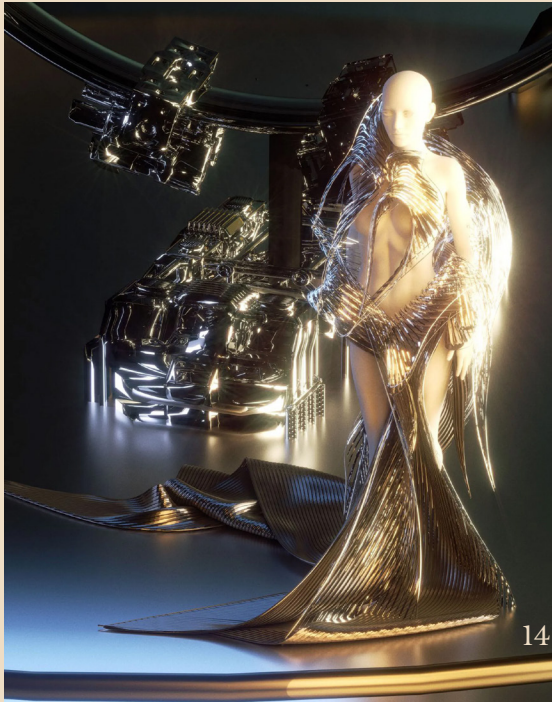


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## *Is Being Smart Hot Again?*

In a world filled with AI perfectionism and the everything being at our fingertips, brands are turning to literature as a symbol of taste and sophistication. Brands like *Prada* with its Ten Protagonists, *Tiffany & Co.* with its poetic campaigns, and *J.Crew*'s literary salon are transforming reading into the indication of an "it girl". Younger demographics crave creativity and intellectual depth, which contrasts with consumer fatigue brought on by algorithmic flawlessness.

Celebrities such as *Dua Lipa* and *Kaia Gerber* are joining the trend by starting book clubs, promoting the idea that engaging one's mind is the new fashionable thing. While *Louis Vuitton* and *YSL* authentically embrace this new intellectual aesthetic, others risk coming across as performative and superficial.



# *AI Escapism*



*Do you need  
an escape  
from reality?*

As technology evolves, brands embrace it by experimenting with immersive, emotion-driven digital worlds. For instance, *Balenciaga's* Apple Vision Pro app and *Gucci's* immersive documentary demonstrate how this hybrid reality is becoming the new norm. However, some consumers slowly adopt this new reality and feel that technology's lack of depth encroaches on our creativity.

Avant-garde Japanese brand *Anrealage* and the *SYKY* digital fashion platform exemplify the balance of fantasy with authentic craftsmanship. They offer an escape from reality along with emotional authenticity.



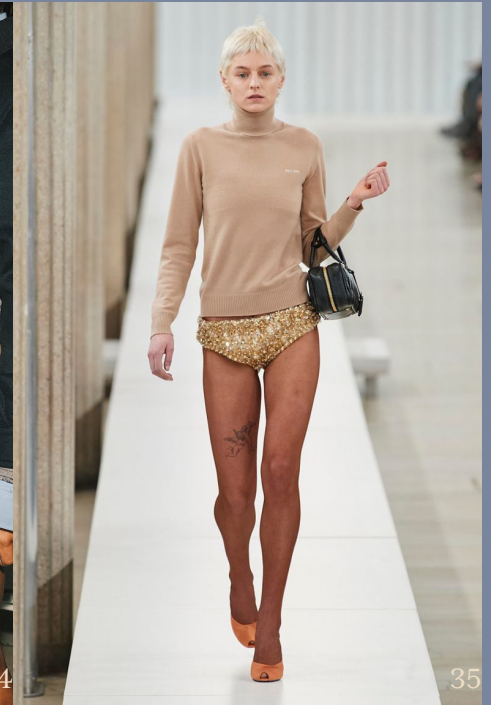
# Brand *Intimacy*

## *Craving A Sense of Belonging?*



In the saturated world we live in today, Brand Intimacy has re-emerged as a strategy for fostering emotional belonging and connection. Brands are taking brand loyalty to the next level by not just selling products - they are curating identities and communities that feel personal and exclusive.

Community brands like *Jacquemus* and *Maison Margiela* excel at creating this emotional environment, due to their genuine campaigns and engaging storytelling. Simon Porte Jacquemus invites his community into his life in the South of France, providing a sense of intimacy and inclusion. Maison Margiela, on the other hand, showcases anonymity by appealing to consumers in a way that suggests they are part of an exclusive group.





# MIU MIU

Miu Miu is a prominent house that embodies the concept of intellectual luxury. It challenges standard beauty norms and serves as a juxtaposition within itself. Its connection to literary aesthetics is natural, rooted in its strong heritage with the founder, Miuccia Prada, a fashion designer with a Ph.D in Political Science (Prada Group, 2024). Miu Miu reflects Prada's youthful spirit as a feminist and rebel.

Emerging at a time when sleek perfection was the trend, Miu Miu was designed for a new era that values education as power and embraces quirkiness. Through cinematic campaigns and pop-up reading events, the brand appeals to consumers who prioritize self-expression and knowledge alongside style. Today, Miu Miu represents the quintessential "it girl" in the fashion landscape, positioning itself on the unconventional side of beauty.

# CBBE Model



Miu Miu's brand identity thrives as Prada's rebellious younger sister. It combines quality craft with Y2K aesthetics and a sense of intellectual femininity.

While the brand fosters loyalty through its accessories, its "Miu Miu Girl" community lacks formal programs that could deepen its resonance.

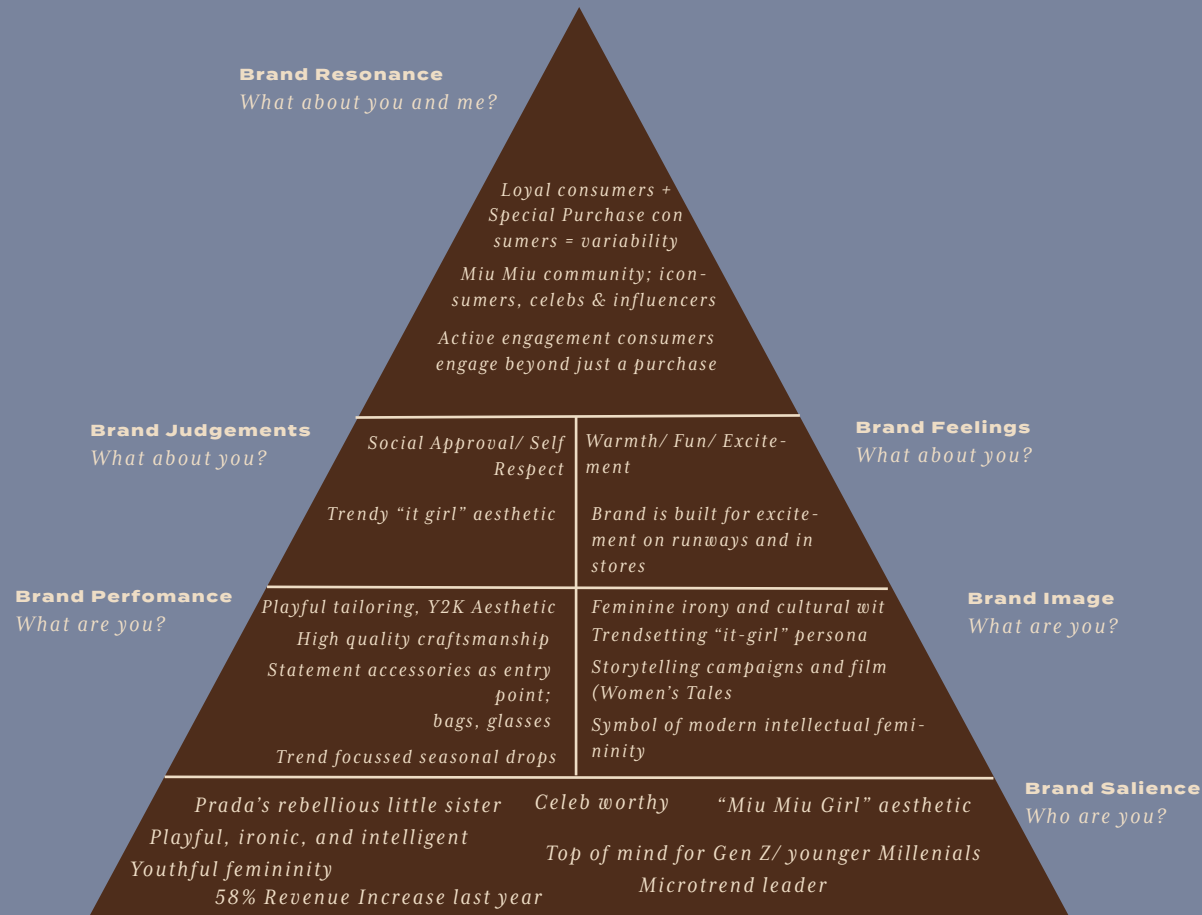


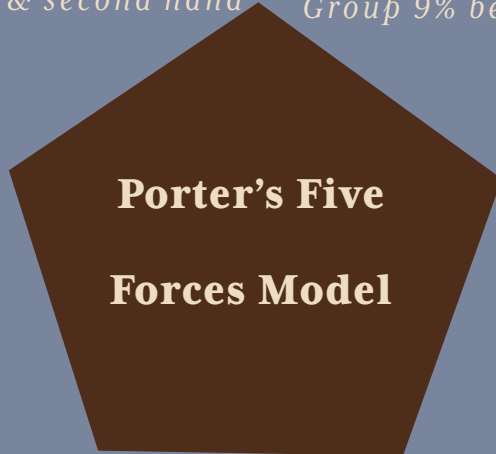
Figure 1

# Porter's Five Forces



**Threats of Substitute:- MODERATE**  
*Premium contemporary brands - Rental luxury platforms & second hand*

**Competition Rivalry = HIGH**  
*Luxury Market is large and growing. Cultural relevance is important, growth of Prada Group 9% because of Miu Miu*



**Threats of New Entrants: LOW**  
*Luxury market is hard to enter, have Prada Group name as credibility*

Miu Miu operates in a highly competitive luxury market. The brand distinguishes itself through provocative femininity and builds credibility through the Prada Group. Barriers to entry remain high due to the brand's lack of heritage, which consumers desire in luxury markets.

Buyer power is increasing as younger consumers demand more authenticity and emotional connection. Substitutes such as premium brands and rental platforms risk being threatened; Miu Miu's cultural influence and trend leadership help with desirability. Deepening consumer loyalty will be essential to navigate competitive pressures and maintain long-term brand relevance.

**Bargaining Power of Buyers: MODERATE - HIGH**  
*Consumers are informed via social media of alternatives, emotional identity and brand attachment involved*

**Bargaining Power of Suppliers: MODERATE**  
*Have access to high quality of suppliers, limited quality of resources, important to form a authentic relationship with supplier*

Figure 2

# Customer Journey Map



Awareness	Consideration	Purchase	Post Purchase	Advocacy
<p><i>"I want something quirky, cool but feminine"</i></p> <p><b>TouchPoints</b> Social Media - Insta, Tik Tok, Vogue Runway, Campaigns</p> <p><b>Emotions</b> Curious, Inspired by celebrities and influencers</p> <p><b>Opportunity</b> Leverage Fashion shows, editorials in story telling to help position Miu Miu as the intellectual rebel in fashion.</p>	<p><i>"Should I make a purchase from Miu Miu?"</i></p> <p><b>TouchPoints</b> Website - ECom, In store, influencers, Celeb features</p> <p><b>Emotions</b> Enthusiastic, but cautious if the price and quality will be worth it.</p> <p><b>Opportunity</b> Continue to showcase craftsmanship, exclusivity and story telling - Showcase the history of Miu Miu being Prada's little sister.</p>	<p><i>"I'm ready to make the investment - this piece is me!"</i></p> <p><b>TouchPoints</b> Website - ECom, In-Store, Website</p> <p><b>Emotions</b> Excited, and confident</p> <p><b>Opportunity</b> Make sure the in store experience is up to date in terms of luxury feel - all employees are nice - and have a personalized experience.</p>	<p><i>"I want to show off my new Miu Miu Bag!"</i></p> <p><b>TouchPoints</b> Unboxing experience, social media review, Word of mouth</p> <p><b>Emotions</b> Belonging to the Community, Prideful</p> <p><b>Opportunity</b> Encourage social media sharing post-purchase, build post purchase communities and personalization - doesn't stop after the store.</p>	<p><i>"Miu Miu is my favorite - I love being in their world."</i></p> <p><b>TouchPoints</b> New looks previews, First look at campaigns</p> <p><b>Emotions</b> Connected</p> <p><b>Opportunity</b> "First look" at campaigns and continue to grow this cult status community.</p>

Figure 3

# MIU MIU

- Credibility: Prada Group
- Distinct Positioning: Youthful and rebellious
- Rapid growth: 9 % Prada Group increase
- Trend Setters and culturally relevant: ballet flats and eyeglasses
  
- Intense competition: luxury market
- Economic uncertainty in luxury sector
- Trend Fatigue
- Sustainability needs to be strengthened



- Limited Accessibility and Price
- Narrow product focus: heavy on accesories
- Lack of formal community group for Miu Miu girls.
  
- Increase focus on North America and Asia - younger demographic
- Continue to leverage accesories and entry level luxury points: shoes, handbags etc.
- Sustainability and transparency efforts
- Use of AI technology, Apple Pro Vision

Figure 4



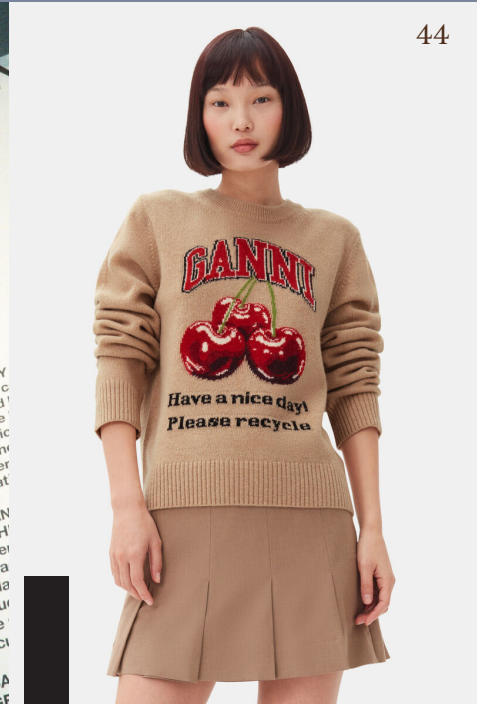
## *Inside the Brand*

Miu Miu is a blend of Prada's heritage and a rebellious counterpart. The brand thrives on intellectualism and irony, reflecting the modern "it girl." Miu Miu has a Y2K influence, ranging from mini skirts to tailored knits, having a refreshing take on nostalgic fashion. However, Miu Miu's aesthetic-driven performance often prioritizes trends over substance. Although the brand's strong imagery and performance within the CBBE model are unquestionable, its lack of formal community initiatives weakens long-term loyalty.

According to Porter's Five Forces, competition is intense. Miu Miu differentiates itself by being a leader and trendsetter rather than focusing on deep-rooted tradition. Its association with Prada gives credibility, but being too connected could risk Miu Miu's independence. A one-time campaign highlighting Miu Miu as "Prada's rebellious little sister" could strengthen its distinct brand identity while appealing to traditional luxury consumers.

According to PESTLE, Miu Miu benefits from the stability of the Prada Group but faces cultural pressure to continue evolving and innovating. Past controversies surrounding oversexualized imagery reveal the risks associated with its ambiguous "it girl" persona - one that could be reimagined through more inclusivity and empowerment.

Miu Miu's intellectual campaigns, such as *Women's Tales* and *reading pop-ups*, align perfectly with *Intellectual Chic*. To maintain cultural relevance, the brand should move beyond focusing on trends and work on taking their brand deeper and with more variety. This could involve diving into sustainable efforts and introducing AI platforms.



# GANNI



# GANNI

Ganni represents a new generation of accessibility in fashion, balancing playfulness with sustainability. The brand was built to contrast traditional minimalist Scandi fashion with a mix of bold colors and loud prints. Ganni is known to be the epitome of cult branding in the contemporary fashion landscape (BoF, 2023).

In a modern world fueled by community-led initiatives, the iconic phrase “*Ganni Girl*” is synonymous with individuality and confidence. The Ganni community thrives on genuineness and shared values of environmental awareness. Through initiatives like *Ganni Club* and *Fabric of the Future*, the brand has turned community into its greatest asset. Ganni focuses on emotional loyalty rather than high luxury exclusivity, redefining what it means to be part of a fashion “tribe”.



# CBBE Model

# GANNI

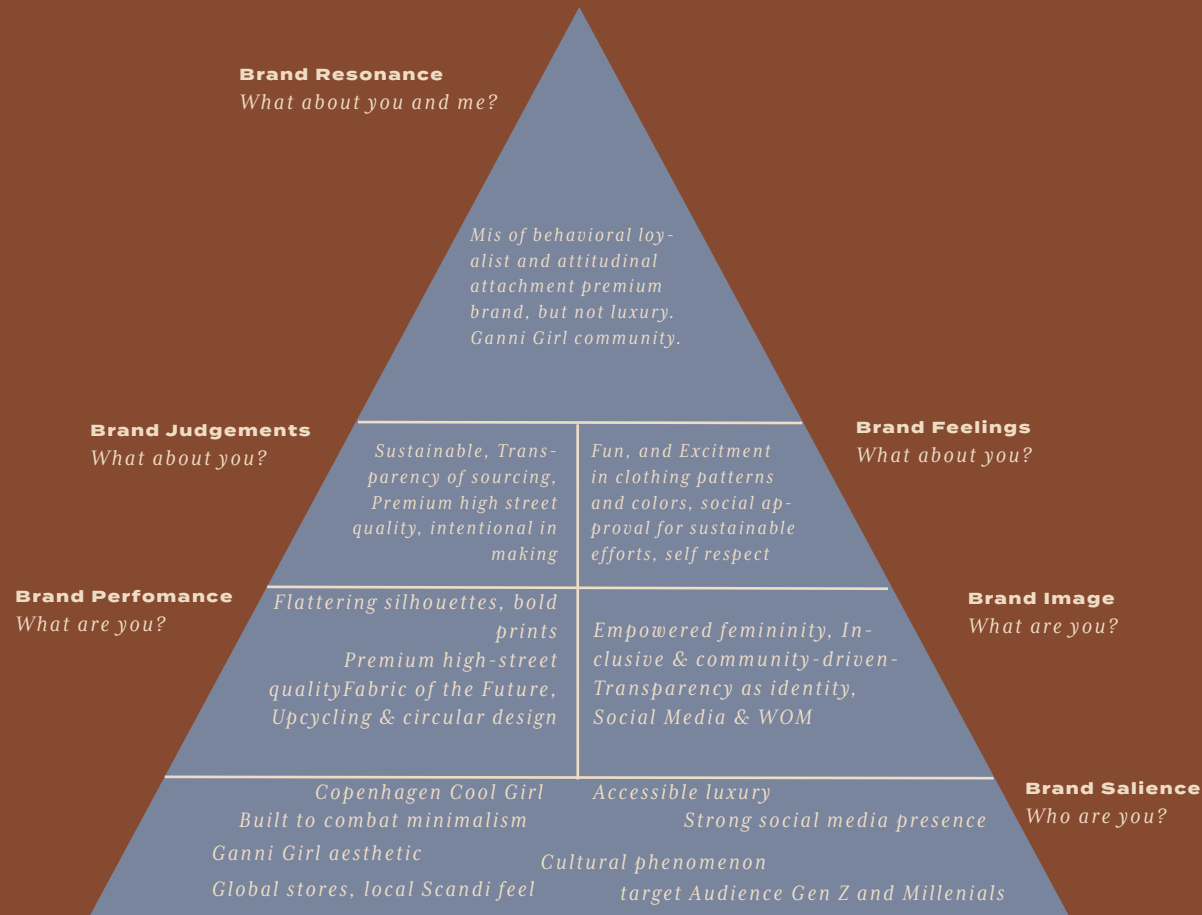


Figure 5

Ganni’s brand salience lies in redefining “Scandi Cool” by replacing minimalistic Nordic fashion with colorful patterns.

Ganni’s identity is rooted in their commitment to sustainability and a community-driven approach through the global phenomenon of the “Ganni Girl.”

The performance and imagery layers reinforce their “accessible luxury” status, and the judgment and feeling layers highlight authenticity.

# Porter's Five Forces

# GANNI

## Threats of Substitutes = MODERATE

*Other affordable sustainable brands, resale platforms, rental fashion, also luxury market as well.*

## Competition Rivalry = HIGH

*Contemporary premium fashion, competes with Reformation, Staud. Global visibility through Ganni Girl aesthetic*

## Porter's Five Forces Model

## Threats of New Entrants = MODERATE

*Digital brands are easy to product, Ganni's sustainable initiative differentiates themselves.*

Ganni is in a competitive premium market but differentiates through Scandi heritage and community-led branding.

New entrant threats remain moderate due to sustainability barriers such as sourcing and the scale of the Ganni brand.

Consumer power remains high as informed shoppers seek ethical, affordable alternatives, including resale and rental fashion.

## Bargaining Power of Buyers = HIGH

*Consumers are more informed and value driven, always finding alternatives, Ganni has distinct positioning though.*

## Bargaining Power of Suppliers = MODERATE

*Ethical suppliers, limited and materials are more inovative, harder to come by, but have a good relationship with textile partners (Gabri of the Future)*

Figure 6

# Customer Journey Map

# GANNI

Awareness	Consideration	Purchase	Post Purchase	Advocacy
<i>"I want to feel Scandi girl - stylish but not trying to hard"</i>	<i>"I love this aesthetic, but does it align with who I am?"</i>	<i>"This feels like a good choice - stylish and sustainable!"</i>	<i>"I want to show off a new look and feel like I am a part of something bigger!"</i>	<i>"I am so proud to be apart of this ethically conscious community"</i>
<b>TouchPoints</b> <i>Social Media - Insta, Tik Tok, #GanniGrl, UGC, Press, Collabs</i>	<b>TouchPoints</b> <i>Website - ECom, In store, influencers, Celeb features</i>	<b>TouchPoints</b> <i>In-Store, Website</i>	<b>TouchPoints</b> <i>Social Media, Community content - repair/recycle program</i>	<b>TouchPoints</b> <i>Loyalty Club, Ganni Girl, Sustainable events and talks, Early access drops</i>
<b>Emotions</b> <i>Inspired, Intrigued, Wanting to belong</i>	<b>Emotions</b> <i>Empowered, Ethically curious, Conscious</i>	<b>Emotions</b> <i>Validation, Satisfied, Optimistic</i>	<b>Emotions</b> <i>Pride, Belonging</i>	<b>Emotions</b> <i>Community, Pride, Purpose</i>
<b>Opportunity</b> <i>Leverage influencer and real community story telling with Ganni Girl aesthetic - continue social buzz movemen</i>	<b>Opportunity</b> <i>Highlight sustainability transparency and circular design model. Allow consumers to feel empowered by their purchase.</i>	<b>Opportunity</b> <i>Showcase ethical sourcing and reusable packaging at point of purchase - and emphasize personalized shopping.</i>	<b>Opportunity</b> <i>Encourage USG and styling advice. Create more repair, upcycling and sustainable workshops.</i>	<b>Opportunity</b> <i>Deepen Ganni Girl network - invite only sustainability panels - expand circular initiatives - Resale platforms</i>

Figure 7

# GANNI

- Distinct positioning: Scandi girl, colorful, Copenhagen cool
- Brand identity & community: Ganni Girl cultural movement
- Multi-generational appeal: Premium contemporary prices
- Sustainability program: transparency, self-imposed carbon tax
- Competitive market saturation with brands like Reformation and Isabel Marant
- Greenwashing: environmental initiatives need to be authentic
- Economic uncertainty
- Fast-fashion alternatives and luxury resale markets



Figure 8

- Mid-market positioning: In between high end luxury and mass market fashion
- High transparency expectation
- Trend focused: more variety than just loud and bold patterns.
- Increased global expansion
- Enter the beauty, and lifestyle categories to encourage repeat purchases.
- Continue to explore sustainable innovation, invest in next-gen materials
- Community building and membership: continue to evolve “Ganni Girl” into a more formal program.

# GANNI

## *Inside the Brand*

Ganni has completely redefined what Scandinavian fashion looks like. From the beige and minimal aesthetic, Ganni introduced a “Scandi Cool” version that feels loud and expressive. The brand has built a loyal community through its strong digital presence and inclusive mindset, creating what feels more like a sustainable movement than a brand. “Ganni Girl” represents that balance between individuality and belonging - a community that wants to improve the world.

Sustainability sits at the heart of Ganni’s identity, but what makes it stand out is how it’s communicated. Initiatives like Fabric of the Future and digital transparency tools show genuine progress in responsible innovation, especially given the challenges of working with limited materials. There’s room for Ganni to highlight these efforts more clearly - showing how the company is rooted in sustainability.

Ganni’s vibrant colors and prints have become instantly recognizable, but this boldness doesn’t resonate with everyone. Introducing more variety - pieces that balance its playful aesthetic with a more modest confidence - could help reach a broader audience without losing its DNA. The brand could also expand its real-world connection through more community events and localized experiences, reinforcing its cult-like sense of belonging.

Ganni’s most significant challenge remains its “accessible luxury” positioning, which can blur the line between luxury and high-street fashion. By continuing to refine its authenticity in storytelling and highlighting the value behind each piece, Ganni can maintain credibility. Ultimately, Ganni’s strength is showing that fashion can be fun and good for the environment.

# The Next Chapter



*Intellectual Chic, AI Escapism, and Brand Intimicy* are highly relevant in today's world, which is characterized by emotionally fragmented realities. Modern society is filled with uncertainty and digital fatigue, leading consumers to seek more authenticity (Vogue Business, 2024).

*Brand Intimicay* allows communities to foster a sense of identity and shared values. *Intellectual Branding* emphasizes the importance of knowledge and curiosity in an overstimulated culture.

*AI Escapism* introduces a hybrid reality where brands can merge imagination and innovation, helping reconnect consumers with curiosity.

These three trends reflect a shift toward brands that genuinely care and prioritize realness. They utilize technology, creativity, and storytelling to create meaningful human connections and experiences. Over the next 2 to 5 years, brands will increasingly embrace human rawness, while digital innovation will continue to shape the future of luxury.

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# PESTLE



**Political:** As part of the Prada Group, Miu Miu benefits from the stability of the EU and Italy's strong history in luxury manufacturing. Tensions in Global trade can affect production costs and international sales.

**Economic:** Despite inflation and slow global growth, the increasing demand from Gen Z and the emerging markets in China and South Korea continues to drive Miu Miu's performance.

**Social:** Miu Miu connects with Gen Z and young Millennials through its nostalgic, rebellious femininity and cultural awareness. Its campaigns celebrate individuality and the brand has a strong celebrity following.

**Technological:** Miu Miu integrates digital storytelling and immersive campaigns. They use AI-inspired visuals and have virtual runway presentations.

**Legal:** Miu Miu follows the EU regulations on sustainable sourcing as part of the Prada Group.

**Environmental:** Miu Miu is furthering its Re-Nylon initiative by introducing low-impact materials throughout its collections, aligning with Prada Group's sustainability mission.

# PESTLE

# GANNI

**Political:** Based in Denmark, Ganni benefits from the stability of the EU, especially around sustainability and labor transparency. Increasing EU regulations (such as the CSRD and Green Deal) are pushing brands to demonstrate ethical sourcing and environmental responsibility. Global trade and supply chain shifts can impact costs and distribution strategies for international growth.

**Economic:** In the contemporary premium market, Ganni thrives despite economic uncertainties. Although currency constantly changes and there are increasing costs, the brand's affordable pricing and loyal customer base support its growth. Continued expansion across different markets, such as in the U.S. and Asia will further strengthen the brand.

**Social:** Ganni's "Ganni Girl" represents individuality and community. It allows community to come together under shared beliefs on sustainability which resonates with Gen Z and Millennial.

**Technological:** Ganni uses digital storytelling and influencer partnerships to create a growing community on social media. The brand integrates innovation through materials like Cycora and Ambercycle and is continuing experimentation with AI.

**Legal:** Ganni must adhere to stricter EU sustainability and transparency laws, including CSRD guidelines, to avoid the risk of greenwashing.

**Environmental:** Ganni is a leader in sustainability, having reduced polyester use, implemented an internal carbon tax, and developed circular materials through Ganni Lab.

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Figure 10: GANNI's PESTLE

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