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## Miley Cyrus Makes Fashion History as Maison Margiela's AW25 Muse

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In a pioneering move, **Maison Margiela** has named **Miley Cyrus** as the face of its Fall/Winter 2025 Avant-Première Collection—marking the first time since its 1988 founding that the fashion house has featured a celebrity in its campaign.

Captured by the hauntingly expressive **Paolo Roversi**, the campaign is a study in stripped-back elegance infused with symbolic depth. Cyrus appears in painterly black-and-white portraits, her body adorned only with white body paint—a bold homage to Margiela's signature **bianchetto** technique. In her own words, "All I wore was body paint and the signature painted Tabi boots. In that moment, Margiela and I became one."

Beyond the nude imagery, the campaign showcases Margiela's ethos of rejuvenating the worn and uncelebrated in fashion. Crinkled, sun-bleached wool suits, tartan-lined reversible coats, and hand-greased tailoring breathe new life into garments designed to look lovingly lived-in. Accessories like the reimagined 5AC bag, Dress-Age tote, and sculptural pumps complete this poetic exploration of time and wear.

Maison Margiela's decision to feature a high-profile muse in Miley Cyrus—known for her fearless self-expression—underscores a new chapter. Here, fashion is not just couture; it's art that carries memory, shaped by human experience and reinvention.

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