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Take a Peek Into Miranda July's Personal Life



Alexis Brunswick

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Photo courtesy of Opening Ceremony

In a world of anti-It bags, Miranda July is set to make her mark. Last night the artist, writer, and filmmaker's latest endeavor bowed at Opening Ceremony Los Angeles. July worked together with L.A.-

based Welcome Companions to design an update to the classic namesake bag—albeit with July’s signature twist. “There’s something both kind of mundane and utilitarian about it and sort of bananas,” July said of the bag. “Like it’s not actually serving a purpose it’s so carefully trying to achieve.”



Aptly titled The Miranda, the lipstick-red leather design opens like an antique doctor’s bag, complete with requisite compartments for her most important and personal objects. “I love a new medium and just learning the ins and outs of making a bag,” July said of the design process, which she calls a collaboration between herself and fellow artist, Welcome Companions’ Laurel Consuelo Broughton. A picture of July’s son is tucked away (not really her son, but the thought is there) a \$20 bill for those cash-only bodega stops and a special nook for stray hobby nins, all

the thought is there), a \$20 bill for those cash-only college stops, and a special look for Stacy Seeger pins, all designated with gold lettering. The bag is a look into July's personal life, exposing a top-secret jump drive for inspiration, the homeopathic sleep aid she prefers, and a little cranny for a single almond, her snack of choice. And no July special project would be complete without her written charm. Look inside to find a pouch filled with small, multipurpose cards written in her wry language, promising to help diffuse any sticky social situation. They include a "Sadness Punch Card"; one that says, "I can't understand you because my cell phone has a bad connection, I'll have to call you back"; one with "Please use a lot of lubricant"; one that says, "In three seconds I'm going to burst into song and I'd like you to join me. We'll be singing 'This Little Heart of Mine.'" For those who can't get their hands on the limited run of 100 bags, the cards will also be available for separate purchase at OC stores.

The Miranda bag, \$1,500, is available for a limited time exclusively at Opening Ceremony stores.



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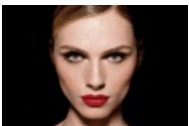
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