**PRESS RELEASE**

***For Immediate Release***

**ALDO LAUNCHES “OWN IT. HEART IT” CAMPAIGN**

**EMPOWERING INDIVIDUALS TO OWN THEIR STYLE CONFIDENTLY**

*Gabbi Garcia, Cinta Laura & Khanh Linh, radiate in ALDO's 2023 Own It Heart It campaign*



**Jakarta (October 24th 2023) --** In a world where being yourself is celebrated, ALDO is set to empower and inspire with its latest fall campaign, "Own It. Heart It." Featuring an exciting collaboration with three Asian prominent celebrities: [Cinta Laura](https://www.instagram.com/claurakiehl/), [Gabbi Garcia](https://www.instagram.com/gabbi/), and [Khanh Linh](https://www.instagram.com/klinhnd/), The "Own It. Heart It" campaign emphasizes ALDO's commitment to celebrating individual style, empowerment and confidence.

The collection showcases ALDO's versatility through a diverse range of products that offer the perfect match for any occasion:

1. **Nail It. Heart It**: Conquering the workday in style.
2. **Walk It. Heart It**: Effortlessly strutting through the streets.
3. **Glam It. Heart It**: Radiating style at glamorous events.
4. **Dance It. Heart It**: Unleashing one's style on the dance floor.

Throughout the campaign, ALDO emphasizes the comfort features of their shoes, with “Pillow Walk Technology," ensuring that customers not only look great but feel great too.

ALDO's brand ambassadors, Cinta Laura, Gabbi Garcia, and Khanh Linh, have shared their enthusiasm for the products, highlighting the comfort and style ALDO brings to their lives.



Cinta Laura, Celebrity & Sociopreneur, expressed,

"***I could dance all night in these shoes. They're super comfy!***"

The campaign **kicks off on October 24th, 2023**, and will continue to inspire and uplift customers throughout the Fall and Winter season.

Campaign video and imagery can be found [here.](https://drive.google.com/drive/folders/1R7AFAs_dQuxXwPAKbCM-g7Qr8BIRk0NW?usp=sharing)

The collection can be shopped at ALDO stores and [ALDO websites](https://www.aldoshoes.co.id/), making it easy for customers to explore and express their personal style.

**About ALDO**

Founded in 1972, ALDO, the group’s flagship brand, delivers fashion to a diverse customer base at prices that make keeping up with seasonal styles a luxury within reach. For more information, please visit [www.aldogroup.com](http://www.aldogroup.com/) and [www.aldoshoes.com](https://www.aldoshoes.com/us/en_US), and follow [@aldo\_shoes](https://www.instagram.com/aldo_shoes/?hl=en) and #AldoCrew on social media for updates.

**INSTAGRAM:** [@aldo\_shoes](https://www.instagram.com/aldo_shoes/)

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**About PT Map Aktif Adiperkasa Tbk (MAPA)**

PT Map Aktif Adiperkasa Tbk (MAPA) is a ‘brand commerce’ entity managing and marketing international brands across Indonesia. A subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operate more than 40 exclusive brands in over 1,300 stores and 11 online sites. Its three principal business lines are Sports, Leisure, and Kids which are sold via mono-brand and wholly owned multi-brand store formats including PlanetSports.Asia, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness, and leisure activities founded by Olympic Champions, Alan Budikusuma and Susy Susanti. For more information about MAPA, please visit [www.mapactive.id](http://www.mapactive.id/).

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