

ALDO

ALDO CELEBRATES TOGETHERNESS AND JOY-FILLED MOMENTS WITH 2023 RAMADAN CAMPAIGN

The #1 female YouTuber in the Middle East, Noor Stars, radiates in ALDO's 2023 Ramadan Collection campaign



Montreal, Canada (March 2023) -- International leader in fashion footwear and accessories, **ALDO**, launches its Ramadan 2023 Collection campaign, featuring Middle Eastern YouTube sensation and content creator, Noor Stars ([@noorstars](#)). With togetherness at heart, this year's campaign is an expression of what really matters during these festive moments - taking part in traditional practices, while creating new memories with those we love.

Elegance and glamour speak to the Ramadan celebration experience and ALDO assured there is no shortage of decadent details throughout the collection. Lavish, metallic hues of rose, silver and blue, with dainty jewels add a touch of sophistication, while emerald and bronze tones speak to the earthy palette of a warm Middle Eastern desert. This collection was created to up the glam factor during these special moments, with stunning sky-high styles and crystal-studded handbags for women, and elegant strappy sandals and slick classic leather loafers for men. Designed with comfort and versatility in mind, a handful of footwear styles in the collection feature ALDO's Pillow Walk™ and Flex™ technology—made to provide comfort from dusk till dawn, without sacrificing style.

"Working with ALDO, a brand that authentically captures the essence of Ramadan celebrations year over year is truly inspiring," said **Content Creator, and face of ALDO's Ramadan**

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campaign Noor Stars. "As for many families across the globe, Ramadan is a season we all look forward to – a reflective time to gather with those we love. This campaign embodies those sentiments, through their beautiful visual storytelling. It's a reminder that even through moments of darkness, when you're surrounded by loved ones you can overcome anything."

"Elegance, authenticity and resilience is what comes to mind when you think of Noor Stars," said **Daianara Grullon Amalfitano, ALDO's Chief Brand and Product Officer.** "Working with Noor to have her represent our 2023 Ramadan campaign has been a dream. She perfectly embodies just what this campaign symbolizes to us and the values that we want to convey as a brand."

The ALDO Ramadan 2023 Collection stars Dubai-based Noor Stars, who is a lifestyle, beauty and fashion YouTube content creator and influencer boasting over 20M subscribers and 13.5M followers on her Instagram page. The campaign also features models Moein Tehran ([@moeinteh](#)) and Alexandra Ghantous ([@alexghantous](#)), was photographed by Daria Kobayashi Ritch and styled by Veronica Graye.

Please find the campaign video and image here :

[Campaign video](#)

[Campaign imagery](#)

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 and www.aldoshoes.com, and follow [@aldo_shoes](#) and #AldoCrew on social media for updates.

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