

ALDO PARTNERS WITH FIVE GLOBAL INFLUENCERS TO DEBUT SPRING 2023 CAMPAIGN

Tinx, Scotty Pippen Jr. and Irene Kim are just some of the familiar faces starring in the campaign centered on authentic self-expression.

Montreal, Canada (March 2023) - With a global presence in over 100+ countries and in a historic moment for the brand, **ALDO**, in collaboration with some of the world's most notable creators and tastemakers – [Tinx](#), [Scotty Pippen Jr.](#), [Noor Stars](#), [Rishab Sharma](#) and [Irene Kim](#) debuts the Spring 2023 campaign. Launching in March 2023, and built around the concept of self-acceptance, the campaign manifesto "For all that is YOU," aims to remind people to embrace their multiplicity and everything that makes them unique.

The Spring 2023 campaign brings this concept to life through the point of view of the five notable individuals, each as social statement-makers, who use fashion to show the world who they are. The essence of this message is captured through the campaign video and accompanying manifesto, which can be viewed [here](#).



“The influence of creators among our consumers is truly the greatest it’s ever been in the fashion space, especially those voices that are authentic,” says **Daianara Grullon Amalfitano**, **ALDO’s Chief Brand and Product Officer**. “In the last three years alone, with the meteoric rise of social platforms and video first content, we’ve had such great success partnering with talent who live and breathe creating moments of connection with people around the world in ways that are meaningful and honest. ALDO is a supporter of genuine self-expression and feel-good style, through our on-trend, comfortable, well-made and

accessibly priced footwear and handbags. The brand tie-in to the campaign, "For all that is YOU, there's ALDO" positions ALDO as a reliable partner for today's multi-hyphenate consumer."

Embracing the mood boosting, energetic tones fit for the season, ALDO's Spring 2023 collection includes timeless styles and pieces made with elevated quality that's meant for longevity, handcrafted artisanal details, vibrant candy-coated color palettes, and statement making decadence with contemporary finishings, encouraging versatile style-expression.

"We've reached a point in the social media space where people are craving authenticity. I always try to inspire self-love and empowerment through my own content, which is why I'm so thrilled to be working with ALDO on this campaign that's all about embracing what makes us authentic and unique," says **Content Creator, and one of the five faces of ALDO's campaign, Christina Najjar AKA, Tinx.** "One of the ways I express my individuality is through fashion and, because of that, my style is always evolving and adapting based on my mood. The ALDO team have been amazing to work with and have given me the space to share what truly makes me, me in this campaign – and I'm excited to share it with the world!"

The ALDO Spring 2023 campaign and collection are now available online and in-store.

Campaign imagery can be found [here](#).

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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