

**PRESS RELEASE**

*For Immediate Release*

**ALDO CELEBRATES YEAR OF THE DRAGON WITH LIMITED-EDITION CAPSULE COLLECTION**

*The specialty collection, launched January 16<sup>th</sup>, was created in partnership with Chinese-Indonesian artist, Owi Liunic*



**Jakarta, Indonesia (January 2024)** - International leader in fashion footwear and accessories, **ALDO**, is proud to launch a limited-edition Lunar New Year capsule collection in celebration of the Year of the Dragon. The specialty capsule was created in partnership with Owi Liunic ([@owiliunic](#)), an artist based in Jakarta, Indonesia, who worked closely with ALDO to conceptualize the collection's designs. With the dragon known as the protector of the east, and representing empowerment, the collection, launching on January 16<sup>th</sup>, aims to encourage those celebrating the cultural holiday to be bold and confident in their pursuits.

The limited-edition Lunar New Year capsule collection features four Year of the Dragon inspired illustrations by Owi, which were incorporated onto each of the products in the assortment, along with the campaign imagery. The collection features bold pieces, colors and fresh styles, across both the dress and casual category, meant to welcome good fortune and prosperity for the season.

"Lunar New Year is very special for me because it's the time of year when my family and I gather together at my grandma's house and connect over delicious food. The direction and inspiration for the art in this campaign mostly come from the unique Chinese tableware that is often found in Chinese households," says the artist, Owi Liunic. "There are many significant ornaments found in traditional plates and tableware, so for my designs, I turned these traditional elements into bold and playful designs that would complement ALDO's Lunar New Year Collection well."



**ALDO**

ALDO's exclusive Lunar New Year Collection celebrates the powerful dragon through bold style and lucky colors, and is available to purchase online and at selected offline stores from January 16<sup>th</sup> until quantities last.

Campaign videos and imagery can be found [here](#)

**About The Artist: Owi Liunic [@owiliunic](#)**

A multidisciplinary creative based in Jakarta, Indonesia, Owi studied visual communication design, focusing on multimedia at ITENAS Bandung, Indonesia. Owi has worked as a creative in media and branding consulting, along with exploring illustration and animation as a personal project. Owi's current projects are focused on the joy of living in this chaotic and madness world, trying to not take life too seriously and just go with whatever life has to offer.

**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](http://www.aldoshoes.com), and follow [@aldo\\_shoes](#) and #AldoCrew on social media for updates.

**INSTAGRAM:** [@aldo\\_shoes](#)

**TIKTOK:** [@ALDO\\_Shoes](#)

**FACEBOOK:** [ALDO Shoes](#)

**WEBSITES:** [www.aldoshoes.co.id](http://www.aldoshoes.co.id)

**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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