



**Barbie™ x ALDO Collection is Back:**

**Inspired by the Iconic Barbie DreamHouse™ of the 90s**

*Live the dream, dress the part*

**Jakarta, July 1, 2024** – Leading international fashion footwear and accessories brand, ALDO, is excited to announce a new collaboration with Barbie through a partnership with the leading global toy company, Mattel Inc. This Barbie™ x ALDO collection is inspired by the iconic Barbie DreamHouse™ theme from the 90s, blending Barbie Glam with Y2K nostalgia for a bold and colorful collaboration.

Each item in this collection is designed to evoke strong nostalgia, featuring comfortable and stylish sandals, unique sneakers, dazzling stilettos, and matching bags and accessories. This collection is the perfect choice for attending events or enjoying a dream summer vacation.



The collection is dominated by pastel pink, denim heart patterns, and Barbie logo prints, exuding Barbie's signature style and bringing cheerfulness and luxury that everyone can enjoy. Not only offering captivating looks, each product in this collection also prioritizes comfort. Thanks to ALDO's innovative Pillow Walk™ technology, users can enjoy a comfortable walking experience without sacrificing style.

The Barbie™ x ALDO collection will be available in limited quantities starting July 6, 2024, at select ALDO stores, including Grand Indonesia, Pondok Indah Mall 1, Paris Van Java Bandung, Tunjungan Plaza 3 Surabaya, Beachwalk Bali, and exclusively online at [aldoshoes.co.id](https://aldoshoes.co.id). Get the chance to shop 24 hours early by registering as a member on the [aldoshoes.co.id](https://aldoshoes.co.id) website.

Campaign images, videos, lookbook, and Barbie™ x ALDO catalog can be found [here](#).



**ALDO**

### **About ALDO**

Founded in 1972, ALDO as a flagship brand brings fashion to diverse customers at prices that make seasonal styles a luxury easily accessible. 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 the latest 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' company that manages and markets international brands across Indonesia. As a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operates over 40 exclusive brands in more than 1,300 stores and 11 online sites. Its three main business lines are Sports, Leisure, and Kids, sold through mono-brand and multi-brand store formats fully owned by MAPA, including PlanetSports.Asia, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness, and recreational activities founded by Olympic Champions Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit [www.mapactive.id](http://www.mapactive.id).

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