



ALDO Brings Cartoon Classics to Life with an Upcoming Looney Tunes™ Collection

Set to launch on July 25th, the Looney Tunes x ALDO Collection merges beloved animated characters with ALDO's signature fashion-forward flair.

Jakarta, Indonesia (July 2024) - Renowned global fashion footwear and accessories brand, [ALDO](#), in partnership with Warner Bros. Discovery Global Consumer Products (WBDGCP), is thrilled to announce its first-ever collection inspired by the iconic **Looney Tunes** characters. Launching on July 25th, the Looney Tunes x ALDO limited-edition capsule collection captures the imaginative and spirited essence of both brands – blending ageless charm with contemporary design for a vibrant celebration of creativity.

The 17-piece limited-edition collection brings the mischievous world of Looney Tunes to life through a variety of ladies' and men's footwear, handbags, and accessories. Featuring bold, colorful designs inspired by cherished characters such as Bugs Bunny, Daffy Duck, and Tweety Bird, the collection is characterized by lively graphics, vivid colors, and whimsical elements that embody the animated world of Looney Tunes. From sleek loafers and standout stilettos to sporty sneakers and comfortable slides, each piece merges classic and contemporary styles. Additionally, all footwear styles feature ALDO Pillow Walk™ technology, crafted with dual density foam and padded insoles to blend comfort and style seamlessly.



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“This collaboration with WBDGCP has allowed us to infuse our designs with the timeless humor and joy that these characters represent,” says Daianara Grullon Amalfitano, Chief ALDO Brand and Product Officer. “Our aim was to create a collection that not only celebrates these iconic Looney Tunes characters but also invites our customers to embrace their playful side and indulge in a bit of nostalgia. This collaboration is a true testament to the fun and ingenuity that both Looney Tunes and ALDO bring to the table.”

The Looney Tunes x ALDO Collection will be available for purchase on July 25th online at ALDOShoes.co.id and ALDO Official Store on Shopee. Additionally, this collection will be available in selected stores at Grand Indonesia, Plaza Indonesia, Pondok Indah Mall, Kota Kasablanka, Senayan City, Mall Kelapa Gading, Paris Van Java Bandung, Tunjungan Plaza, Pakuwon Mall Surabaya and Beachwalk Bali.

Campaign imagery, video, lookbook and catalog 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.

About Looney Tunes

Looney Tunes is a zany world filled with iconic characters like Bugs Bunny, Daffy Duck, Tweety, and Lola Bunny and packed with rapid-fire humor, clever references and boundless energy. Debuting as theatrical shorts nearly a century ago, Looney Tunes has evolved into a global pop culture powerhouse spanning feature films, television series, games, consumer products, themed entertainment and more.

About Warner Bros. Discovery Global Consumer Products

Warner Bros. Discovery Global Consumer Products (WBDGCP), part of Warner Bros. Discovery’s Revenue & Strategy division, extends the company’s powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBDGCP partners with best-in-class licensees globally on award-winning toy, fashion, home décor and publishing programs inspired by the biggest franchises from Warner Bros.’ film, television, animation, and games studios, HBO, Discovery, DC, Cartoon Network, HGTV, Eurosport, Adult Swim, and more. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBDGCP is one of the leading licensing and retail merchandising organizations in the world.

INSTAGRAM: [@aldo_shoes](#)

TIKTOK: [@ALDO Shoes](#)

FACEBOOK: [ALDO Shoes](#)

WEBSITES: www.aldoshoes.co.id



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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.

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