

ALDO INTRODUCES PILLOW WALK™ TECHNOLOGY IN SPRING SUMMER 2024 COLLECTION

ALDO Pillow Walk™ Collection Captivates Attention and Offers Comfort in Style



Jakarta, May 21, 2024 - ALDO, a leading global brand in fashion footwear and accessories, introduces its latest women's and men's fashion collections for Spring Summer 2024, highlighting ALDO's innovative Pillow Walk™ technology.

In this season's collection, ALDO aims to depict a playful visual story of friends' journey to a gathering, where each step is enhanced by stylish and comfortable ALDO shoes.



Earlier this year, ALDO debuted its Spring 2024 fashion season in March with an exclusive concept, offering unforgettable experiences to consumers. Innovating in creative content, ALDO introduced CGI visual effects and 'duo styling/multiple' product presentations,

showcasing bold visual expressions and surrealistic trends in oversized products, reflecting ALDO's commitment to avant-garde fashion perspectives.

Summer 2024 Collection: Trendy and Comfortable in One Step



The Summer 2024 collection indulges consumers with a stylish range and the comfort of Pillow Walk™ technology. Featuring a lineup of casual shoes and sandals that not only enhance aesthetics but also boost confidence, this collection transitions effortlessly from intimate staycations to outdoor adventures with friends.

This season's focus is on stylish casualwear that commands attention. For women, elegant sandals paired with matching handbags elevate confidence. Casual shoe styles incorporate bold metallic accents. For men, versatile options like casual shoes and loafers in neutral tones cater to day-to-night activities.

ALDO Summer 2024 Collection Price and Availability

The Summer 2024 collection is now exclusively available on the ALDO Indonesia website and at ALDO stores nationwide. For more details and updates, visit ALDO Indonesia's social media channels.

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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.

Instagram : [@aldo_shoes](https://www.instagram.com/aldo_shoes)
TikTok : [@ALDO Shoes](https://www.tiktok.com/@ALDO_Shoes)
Facebook : [ALDO Shoes](https://www.facebook.com/ALDOShoes)
Websites : 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.

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