

ALDO

Dress the Part with Terry Richardson and ALDO



ALDO is playing dress-up this spring with help from two of fashion's most famously versatile faces – **photo provocateur Terry Richardson** and **Canadian supermodel Jessica Stam**. Together they're out to prove that one style does not fit all... in fact, one style might not even last you the whole day!

Together they've fashioned a series of original looks for men and women, highlighting the eclectic **ALDO Spring/Summer 2010 Collection** and its something-for-everyone offering.

Don't be surprised if you feel a bit of *déjà vu* while checking out the **Campaign Look Book**. Richardson pulls from a vast pool of pop culture influences to turn Stam into a week's worth of characters.

The boys get to play, too, in a series of looks that's as likely to borrow from **Jay Gatsby** as *Gossip Girl*'s **Chuck Bass** (and isn't afraid to poke fun at Richardson's album cover shoot for JT's *FutureSex/LoveSounds*).

Despite what every 1980s high school movie would have us believe, we aren't all walking clichés, especially when it comes to wardrobe. You don't have to stick to a clique and swear by the uniform anymore, whether it be preppy or punk, geek chic or goth, Shark or a Jet. Stepping into someone else's shoes can be as easy as, well, stepping into a different pair of shoes.

So take a cue from your childhood and turn your closet into a dress-up bin, complete with looks and parts for every mood.

At ALDO, whatever your style-du-jour we can help you to get the look and dress the part perfectly.

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