

APPAREL AND ACCESSORIES

## Alaa pairs luxury and leisure with new Superga sneaker

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*Superga's platform sneaker has been reinterpreted with detailed signatures from the couturier. Image credit: Alaa*

By LUXURY DAILY NEWS SERVICE

Couture house Alaa has partnered with classic Italian tennis shoe brand Superga on the release of a limited-edition sneaker line.

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The platform sneaker has been reinterpreted with detailed signatures from the couturier. In a nod to Alaa, Superga's everyday essential now features double-A stitches and perforated eyelets.

Detailed decadence

Contrasting many recent releases, there is no recognizable face heading Alaa's latest drop the shoes speak for themselves.

With a couture craftsmanship and refined design reputation at play, respectively, Alaa x Superga's luxury sneaker is a surefire hit.

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A post shared by ALAIA (@maisonalaia)

Superga's understated design gets remixed, as two silhouettes a regular and platform option and two simple colorways a 100 percent calf black leather and 100 percent white cotton collide.

In addition, footwear features a co-branded satin label and leather insole. The limited issue collection is available exclusively in Alaa boutiques and on the brand's site.

Alaa has been noticeably more involved with traditionally street-style-associated materials as of late. Its latest set of content releases, titled "Alaa denim," showcase a new crop of high-rise flared jeans, part of its fall/winter 2022 collection ([see story](#)).

The art of reinterpretation is all the rage this year. Italian fashion label Valentino and South African fashion brand Thebe Magugu also recently partnered on a collaborative upcycling project executed in partnership with *Vogue*. In the film "2 Designers Transform Each Other's Work," Valentino creative director Pierpaolo Piccioli and designer Thebe Magugu swap visions, each reworking a garment from the other's label ([see story](#)).

Both incidents prove that luxury reaches new heights at its crossroads.

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