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# Clarks® FOR THE WORLD AHEAD.

## THE CLARKS COLLECTIVE UNITING FOR THE WORLD AHEAD

Clarks, the iconic British heritage footwear brand, continues to take strides into the next phase of championing social change, uniting with a new inspiring collective of change-makers.

Shoes aren't just what Clarks has been making since 1825. Originality and quality, while still in the tradition of trailblazing and risk-taking, have always been at the heart of what Clarks does, from the very beginnings through today and into the future. After nearly 200 years in the shoe-making business, Clarks is committed to leaving a legacy—to empower and inspire individuals to step forward as their authentic selves.

With a successful Autumn/Winter 22 collaboration with ambassadors and activists, the brand moves forward into its next phase of championing social change, **uniting with three more incredible trailblazers**—each stemming from diverse backgrounds and lifestyles—making moves in authenticity, inclusion, and wellbeing right now, in the next step, and for the future in the global "For The World Ahead" campaign.

Launched in March, Clarks will give its platforms to mother, model, actor, and ambassador Jourdan Dunn; poet, artist, and model Sonny Hall; and Principal Dancer with the Royal Ballet, Marcelino Sambé. The brand will share the collective's unique personal stories, sensibilities, and visions for the future, sparking new conversations around social impact with a wider audience.



## MEET OUR CLARKS COLLECTIVE



### **JOURDAN DUNN**

Mother, model, actor and ambassador Jourdan Dunn knows that nurturing strong support systems is key to successful working parenthood. And since her son Riley's diagnosis with sickle cell anaemia, Jourdan has brought this passion for uplifting others to advocate for the Essenelle Foundation: a holistic wellbeing charity empowering sickle cell warriors and their families.



### **SONNY HALL**

Poet Sonny Hall can't imagine life without writing. Beyond crafting words, poetry has profoundly shaped his bold take on living – from fostering creative bravery to cultivating a fellow courageous community. Whether taking strides in style or artistry, Sonny's ethos is to push, challenge, keep moving and be daring – a natural change-maker for the Clarks collective this season.



### **MARCELINO SAMBÉ**

Dance is Marcelino Sambé's superpower. His strength. His safe space as a queer person. A Principal Dancer with The Royal Ballet, dancing has always been how Marcelino lets his individuality shine. And for his world ahead? Marcelino wants to see more representation in ballet – telling inclusive stories, celebrating uniqueness, and speaking to a new generation with a fresh vision of what ballet could be.

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## **BORN TO CHARM**

**Born To Charm** - Daiyan's curation of Clarks Spring/Summer 23 collection consists of 10 designs to suit every style, preference and aesthetic, the inclusive range of designs equips ladies with the strength to stand confident in their unique charm and be their best authentic self - all while in the most comfortable and stylish footwear.





Regionally, Clarks collaborates with Malaysia's homegrown talent, Daiyan Trisha for the new Spring/Summer 2023 collection. The multi-hyphenated artiste joins the Clarks collective of style and social trailblazers this season as she shares and relates anecdotes from her experiences working in various industries through the curation of design, style, preference, and aesthetic in the latest Clarks Spring/Summer 2023 collection. She shares her path of "**born to charm**", aiming to encourage change in pursuit of a better and brighter society, empowering women and children - for the world ahead.

A singer, songwriter, actor, and poet, Daiyan Trisha is a voice louder than the sum of her labels. As a household name in the region, she is known to be vocal about her experiences and the changes she would like to see as a result of her work in various industries, and encourages fellow creatives to "show up for each other and support one another;" Daiyan is a passionate advocate for children welfare and education as well as women empowerment. She dedicates her time to care for and provide support to two orphanages based in Malaysia, to help raise awareness and encourage individuals to inspire change in providing care, support and education. Daiyan's passion in art and design also sees her sponsoring and supporting art exhibitions as well as local artists in Malaysia.

*" We are so excited to launch Spring/Summer 2023 this Hari Raya in Malaysia with Daiyan once again. We had an amazing partnership with her last year, she is an inspiration to fellow creatives and younger generations. The work she is doing resonates with our brand, our values and the campaign message of 'For The World Ahead', so we're proud to be taking strides with Daiyan to create positive impact across communities today."*

**Tara McRae, Clarks' Global Chief Marketing & Digital Officer**



The **Clarks x Daiyan Trisha SS23** collection is available from March 17, 2023, at all Clarks stores islandwide and online at [www.clarks.my](http://www.clarks.my).

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### About Clarks

Clarks, based in Somerset, England, has been at the forefront of innovative shoemaking since its foundation in 1825, when brothers James and Cyrus Clark made a slipper from sheepskin off-cuts. At the time it was ground-breaking: a combination of invention and craftsmanship that's remained at the heart of what the brand does now. In the Clarks archive of more than 22,000 pairs are shoes that have sparked revolutions and defined generations. From the original Clarks Desert Boot, first designed by Nathan Clark and launched in 1950, to the iconic Wallabee, each design has an instantly recognisable signature that makes it unmistakably Clarks.

Clarks is a global business operating retail, wholesale, franchise, and online channels in over 100 markets.