

PEDRO

PRESS RELEASE

rePEDRO – Winter 2020

Reimagining the everyday, beginning with better materials.

Singapore, 12th October 2020

How can we continue to offer style without compromising our planet? As we approach our second rePEDRO collection, the brand remains committed to creating more responsibly every step of the way.

We are Reimagining the Everyday that allows us to walk with a lighter footprint. Choosing the right material is one step we can take to lower our impact on the environment.

Beginning with Better Materials

Denim & Canvas are everyday staples in the quintessential modern-day wardrobe. However, the production of these materials is known to have serious environmental impacts.

So, our designers set out to discover more sustainable alternatives. The result? A material that still delivers an effortless flair for the everyday, but made more responsibly.

The “Denim”

Made of 55% Cotton + 45% rPET, the Denim colourway is certified by the Global Recycled Standard (GRS). Most plastics are not biodegradable and many end up in oceans or disposed in landfills. This is where rPET comes in to give these plastics a new life. The rPET component is an innovative material made from recycled post-consumer PET drinking bottles.

The “Canvas”

Made from 100% Organic Cotton, the Canvas colourway is certified by the Organic Content Standard (OCS 100). Organic cotton is a step in the right direction; by taking social and environmental considerations through less harmful production processes.

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New Shoebox Packaging

We promised to reflect on our decisions. With Winter's launch, we review and reintroduce our rePEDRO shoebox packaging. Made of recycled and recyclable Kraft material, the new foldable design means we can optimise load efficiency and reduce our carbon footprint in the transportation process.

The new design retains the brand identity which reflects our continued commitment to the environment.

Take Back Program (Singapore only)

We also took the opportunity to *rethink* our responsibility when it comes to the end of a product's lifecycle. Our response: introducing a Take Back Program so our customers can easily pass along their unwanted shoes and bags responsibly.

This is an extension of rePEDRO efforts beyond the products, and we invite our customers in Singapore to be part of this solution to reduce fashion waste.

- It's simple – contribute your unwanted shoes and/or bags of any brand to rePEDRO Take Back Program instead of throwing them away.
- Between 13 October – 10 November 2020, visit our stores located at **ION Orchard** and **Bugis Junction**, and approach our staff with these unwanted shoes and/or bags.
- Every contribution is entitled to a 10% to 20% discount on any regular-priced purchase within the same visit.

We Welcome You,

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