

PEDRO

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PEDRO FW21 CAMPAIGN – Change is To Evolve

5 JULY 2021

A turning point for the brand as it transitions out of 2021 and slowly moving into 2022, PEDRO kick starts the second half of the year with Fall Winter 21 Campaign - Change is To Evolve.

Singapore – This season, PEDRO aims to show growth while going through the process of change, producing new dynamic designs, created to empower confidence to discerning individuals. Stylish and sophisticated with well thought-out creative details, this Fall Winter 21 collection showcases a range of art-inspired pieces for both men and women.

About The Campaign

The PEDRO Fall Winter 21 video campaign follows the journey of protagonists, Kaigin and Ding Wei, who discovered a mysterious photobooth in an industrial space. Once stepped inside, they found themselves immersed in a new world, and realised that beyond just change, they experienced a growth and update in their personal styles they never knew.

This video campaign was a vision came to life from the talented director, Choānn, who was also the man behind PEDRO's Spring Summer 21 video campaign. His vision for the film this time round was something paradoxically timeless and progressive, a piece inspired by notions of unpredictability and change.

Supplementing the video, are dynamic, fresh images that were conceptualised and captured by the highly sought-after photographer, Joel Low. He wanted to portray a modern, relatable couple with a hint of rebelliousness, someone whom people in the present day can understand.

The PEDRO Fall Winter 21 Campaign video stars international fashion model Kaigin Yong and fresh newcomer Ding Wei representing the PEDRO Woman and Man this season.

The focal point of the campaign is the Photo booth which represents a portal that brings both protagonists to an alternate universe where they find themselves a change in their style personas.

Inspired by the monolith in Stanley Kubrick's 2001: A Space Odyssey, Choānn wanted to design a visual experience as seen through the perspective of a mysterious booth, that harbours its own sense of discernment and consciousness. Through the video, he



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range, would be understated workwear-inspired pieces that are functional, classy and elegant.

PEDRO Men FW 2021 Collection

This Fall, the PEDRO Men collection overall highlights an outdoor exploration and a sense of escapism as seen in its more active-looking range. For easy comfort and updated styling, this functional and utilitarian range gets juxtaposed with 70's leisure suit swag that is classic yet sleek.

Uncover PEDRO's unique take on the next must-have shoes and bags this upcoming season. Visit www.pedroshoes.com or

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About PEDRO

At PEDRO, we believe we can create a better world by empowering individuality through the art of fashion. By relating, refining and reinventing, we create updated essentials that blend seamlessly into different wardrobes of style. Enabling individuals to celebrate & express their unique identity that goes beyond skin deep.

With empathy at the heart of PEDRO, we curate and create with a curious mind, constantly evolving with the world around us, to empower people with confidence that transcends through time, race or gender.

Since our inception in 2006, we have launched both men's & women's collection of footwear and accessories that extends beyond our 109 global stores to an online shopping experience at pedroshoes.com.