

PEDRO

PRESS RELEASE

For Immediate Release



Fall Campaign 2022 – Technicolor Dreaming

This season, PEDRO unveils the Fall 2022 Collection that focuses on the study of the space between light and shadows.

Singapore, July – Bringing technicolor dreams to an increasingly insipid world, PEDRO creates a hazy dreamscape through the curated capsule that includes both shoes and bags for the modern men and women.

About The Campaign

Poised with a view of a fall landscape before you, settle into an assortment of polychromatic styles in a monochromatic world. Shot entirely on film to capture its raw essence, the Fall 2022 collection is also infused with the play of translucency.

Under the harshest of lights and in the darkest of shadows, the collection stands out through the incorporation of clean lines and thoughtful choice of colors. It features angular silhouettes with classic fits to create versatile looks with an urban flair this autumn-winter 2022.

The capsule marries both form and function, mixing classic and contemporary references that will fill the wardrobe with everyday essentials without sacrificing personality.

Punctuated with a medley of autumn colors, military green is a highlight of the collection, with grassy shades making a confidently crisp statement – a color that facilitates freshness and signifies a fresh start. Whether you are mixing it up with contrasting hues or keeping it sophisticated with bold monochromatic looks, let these ensembles bring life to your outfits this fall.

PEDRO Fall 2022 Women Collection

In this latest collection, PEDRO was inspired by the art of expression when it comes to creating coveted shoes and bags for women.

Expect to see an array of statement pieces painted artfully in pop colors and a considered craft range of shoes and bags with a touch of minimal luxe and a play of calm colours. Joining that range, would be the irreverent classics that are

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PEDRO Fall 2022 Men Collection

This Fall, the PEDRO Men collection highlights a sense of outdoor exploration with a touch of retro 80's style as seen in its more active-looking range, creating minimal styles that can be mixed and matched throughout the season. For easy commutes and dressy occasions, look out for the future classics range connected with 70's nostalgia for an updated styling that is classy and sleek.

Uncover PEDRO's take on the next must-have shoes and bags this upcoming season. Visit www.pedroshoes.com or your nearest PEDRO boutiques now to discover more from the latest collection.

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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. With that, we look to enable individuals to celebrate and express their unique identities as well.

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 from all backgrounds, regardless of who they are and what they look like.

Since our inception in 2006, we have launched both men's and