

# PEDRO

PRESS RELEASE

For Immediate Release



## **Fall 2022 - PEDRO Studio Collection**

This season, PEDRO releases a new range of PEDRO Studio capsule – an essential premium collection for the confident and powered women.

Singapore, July – In continuation of the last PEDRO Studio launch in Summer, the Fall 2022 collection speaks to the inner rebel of the modern-day Don Quixote with its latest range of genuine leather products.

### **About The Collection**

The narrative for PEDRO Studio remains as a special collection made from genuine leather for the driven and sophisticated women, where comfort is not compromised while claiming women's power.

This power-meets-comfort capsule includes both shoes and bags, namely the Helene heels and the Francoise bag, highlighting a shade of military green as the key colour.

### ***The Helene Heels***

Sleekly designed, the Leather Helene Heels reflect our take on a classic stiletto with a peek-a-boo detail for the career-driven woman who has a keen sense of style. There is power in every step taken with this pair, given its maximum comfort and the modest height.

### ***The Francoise Bag***

Showing off the appeal of its unique shape and smooth finish, the Francoise Leather Shoulder Bag is made for the bold and stylish woman. With a touch of elegant gold hardware detailing, this bag is the perfect accessory to complete a chic and luxe look.

Suit up with this set of Helene Heels and Francoise Bag, available in three to four different colourways that exude chic girl boss vibes, crafted in smooth finishing cow leather with decadent hardware details.

This collection also features a range of leather penny loafers brimming with that chic-androgynous appeal and other small leather accessories that also come in other colourways to fit a colour-coordinated outfit style for the poised fashionistas.

The Fall 2022 PEDRO Studio collection will be available online and in stores from 11<sup>th</sup> July onwards. Visit [www.pedroshoes.com](http://www.pedroshoes.com) to discover more.

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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 women's collection of footwear and accessories that extends beyond our 109 global stores to an online shopping experience at [pedroshoes.com](http://pedroshoes.com)

Our modern-day collection continues to inspire 19 countries across Asia Pacific, the Middle East, and the United States of America.