

PEDRO

Press Release

24th March 2020

PEDRO SETS ON A NEW JOURNEY WITH rePEDRO

At PEDRO, we're setting out on a new journey, one we want all of our customers, employees and partners to be a part of. This year, PEDRO introduces the rePEDRO line, a symbol of our dedication to creating *more* responsibly. rePEDRO reflects our commitment to the planet through designs that embrace sustainability. In conjunction with our third year supporting Earth Day, we've launched a capsule made with *more sustainable* material and doesn't compromise style.

Introducing 100% rPET, this innovative material diverts waste from the environment by recycling post-consumer PET drinking bottles. The rePEDRO Earth Day 2020 collection blends seamlessly into your everyday wardrobe, elevating your style while allowing you to walk with a lighter footprint.

We never settle for the status quo. From raw materials to packaging, we are committed to creating quality products that push boundaries and inspire. That's why, **by 2022 we're also committing to having all our product packaging be plastic-free.**

At PEDRO, we're continuously pushing ourselves to be better. We're not just looking for the next big thing – we're looking for the next best thing. Head over [here](#) to find out "What's Next" for the future of fashion.

About PEDRO

PEDRO is a fashion brand designed to empower the effortless expression of a modern style maven.

Since its inception in 2006, PEDRO has launched both men's & women's collections of footwear and accessories that extends beyond its 108 global stores to an online shopping experience at PEDROSHOES.COM. PEDRO's modern-day collection continues to inspire 19 markets across Asia Pacific, the Middle East, and the United States of America.

As part of the CHARLES & KEITH Group, PEDRO is aware of the role the fashion industry has on the environment and is conscious of its business impacts. As it looks to expand across exciting new regions in Europe and the US, and continue to grow in Asia, in 2019 the Group developed a robust sustainability strategy and formalised its commitments to shape fashion for the better. Better for those that make it, those that wear it, and the planet that makes it all possible.

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Pictures are available upon request. For more information, please visit www.pedroshoes.com