

# PEDRO

PRESS RELEASE

Immediate Release

## PEDRO EOS SERIES FALL 2022

PEDRO's 2022 signature sneakers – The EOS Series, return this Fall with an updated design and refreshing new colours.

Singapore, September 2022 – Following its addition to PEDRO's Signature Sneakers line in Spring 2022, The EOS Series is back with a new iteration. Its updated design showcases the concept of 'dynamic streetwear meets sophisticated fashion', making it the perfect unisex sneaker for men and women who are rebellious yet optimistic, never settling and always seeking more.

### About The EOS Fall 2022 Series

A representation of new beginnings and a symbol of optimism, the EOS Series is a versatile chunky court-style sneaker that serves as a wardrobe staple. Its youthful and dynamic characteristics seek to emulate the joyful, thrill-seeking, forward-looking spirit of the new generation, empowering individuals to dress effortlessly with confidence.

Still featuring a versatile chunky court-style silhouette, the Fall 2022 EOS sneaker introduces a fresh take with the upper highlighting a more dynamic detail with a barcode to represent a unique identity. The simplistic silhouette and colour palette is a nod to the original EOS Series, but it's been slightly tweaked to be more energetic, exciting and youthful.

Arriving in four different colourways, the EOS sneakers cater to both men and women. Featuring a white upper, the "Multi" EOS sneaker comes with hints of pastel shades and the "White" EOS sneaker features a contrasting black tongue. Also available in Navy and Slate Blue, the EOS sneaker takes on a different look with shades of blue and white to cover majority of its upper.

The EOS Fall 2022 Series is now available online and in stores. Discover your latest must-have fashion accessories on [www.pedroshoes.com](http://www.pedroshoes.com) or visit your nearest PEDRO boutiques to shop.



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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.