

PEDRO

PRESS RELEASE

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PEDRO EOS SERIES SPRING 2022

Drawing inspiration from the Greek Goddess of Dawn, a representation of new beginnings and a symbol of optimism, PEDRO unveils our brand new 2022 signature sneakers, The EOS Series.

Singapore, February 2022 – The latest addition to PEDRO's Signature Sneakers line, The EOS Series, is a depiction of effortless with a twist. This series is a dialogue around the hope and optimism of our ever-changing environments, embodying our energized spirits and boldness to seize the day and take on any challenge effortlessly.

About EOS Series

The EOS Series is a versatile chunky court-style sneaker that empowers individuals to dress effortlessly with confidence. Its youthful and dynamic characteristics seek to emulate the joyful, thrill-seeking and, forward-looking spirit of street culture.

Inspired by the Greek Goddess of Dawn, the EOS Series features an outsole design that is reminiscent of fragmented beams – a representation of the rising sun on the horizon, showcasing the concept of "first light of the day". It also comes with aerodynamic tabs for lacing.

SPRING 2022 Collection

The SPRING'22 EOS series include offerings for both men and women that can be easily styled with any outfit. Available in 4 colorways, this unisex design sneaker can be worn by anyone.

Sporting neutral tones contrasted with a pop of color, the EOS sneaker comes in Mustard (men's) and Light Blue (women's) for a bold and vibrant rendition. It is also available in Chalk (men's) and Sand (women's) for those looking for a minimalist and timeless look.

EOS Spring series is now available in all PEDRO boutiques and www.pedroshoes.com.

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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

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