

# PEDRO

PRESS RELEASE

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## **PEDRO presents its Lunar New Year 2022 Collection – The Art of Prosperity**

This Spring, roar your way into the Year of the Tiger with PEDRO's new effortless essentials that reminisce of sophisticated brush strokes and elegant paintings

Singapore, January 2022 – Celebrate this Lunar New Year in style with the latest Year of the Tiger capsule collection from PEDRO. Made for the empowered, fashion-conscious women and men, essentials from this range can take you from a casual celebration to a glammed-up affair.

With the majestic Tiger as the focal inspiration for this collection, what stands out is the application of the animal's magnanimous silhouette and distinctive stripes on our designs. Referencing traditional Chinese paintings, each shoe and bag features a modern twist on the classic artistic style that exude sophistication and chinoiserie charm.

### **Stylish Stripes**

This more casual range is ideal for those who favours a more urban style sensibility. Featuring the new unisex EOS sneaker (full collection to drop in late February 2022) as a key piece, this range presents a textured tiger-stripe fabric that closely resembles a painting. Complementing the sneaker is a Crossbody Bag with a Lucky Tiger Charm and a Sling Pouch Bag with printed detailing on the side pockets.

For the ladies however, PEDRO has added on a chunky, sporty sandals and mules with that can be paired with the aptly named, Tigerlily, handbags. Both bags proudly and boldly sport the texturized fabric as a key detail, and can be worn at any time of the year.

### **Effortlessly Elegant**

Dress up this Lunar New Year with our range of bold yet sophisticated range of fashion essentials. A definite head-turner, the shoes and bags in this dressy range features an in-house illustrated print that showcases the movement of the enigmatic Tiger set in a tropical jungle. Made with PU leather, key pieces in this range include a chic Mini Tote Bag that can be paired with the Pointed Pumps that titillates with a subtle ruche. This range also features a sleek coin pouch that is made genuine leather, making it an ideal gift this season.

This collection is available now online and in stores, along with key small-leather-goods. Visit [www.pedroshoes.com](http://www.pedroshoes.com) for more information.



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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.