

PRESS RELEASE

For Immediate Release



PEDRO Partners with LASALLE College of the Arts

At PEDRO, we believe in being the voice for the new generation. This season, PEDRO partners with students from the Diploma in Creative Direction for Fashion from LASALLE College of the Arts to create special creative content for new signature sneaker, EOS.

Singapore, March 2022 – PEDRO partners with LASALLE College of the Arts in an initiative to support and nurture the next generation of fashion creatives in Singapore. Working specially with the final year students from the Diploma in Creative Direction for Fashion, students from that level created exciting creative concepts that tell the story of EOS Sneaker from the eyes of a Gen Z.

A total of 12 groups participated, however the concept from winning team consisting of Joseph Poh Shou Heng, Zuaipy Fariqa Santiago, Wang Shi Wen and Wang Lei, proved to be the strongest. Dynamic, modern and sophisticated, the students successfully answered a brief with a viable concept that not only told a captivating story but that also captured the brand DNA.

As a prize, the team received SGD 1,000 and the chance to realise their concept into actual visual, digital assets by working closely with PEDRO’s creative team. All assets are now found on www.pedroshoes.com/journal

This is the first-ever partnership between PEDRO and LASALLE College of the Arts, aspiring to engage the next generation of creatives and empowering them to showcase their talents. This collaboration serves as a platform for LASALLE School of Fashion students to develop their creative skill sets and for them to gain real-life experience working with a fashion company.

This is aligned with PEDRO’s brand purpose of empowering individuality through the art of fashion. PEDRO takes on a mentorship role in this project, grooming these young talents by guiding and coaching them with industry experience, insights and expertise.

The EOS Spring Series is available online and in all PEDRO boutiques. Visit www.pedroshoes.com to discover more about this collaboration and collection.

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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.

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About LASALLE College of the Arts

Asia's leading contemporary arts and design institution.

LASALLE College of the Arts offers 30 diploma, undergraduate and postgraduate programmes in fine arts, design communication, interior design, product design, film, animation, fashion, dance, music, theatre, arts management, arts pedagogy and practice, art therapy, Asian art histories and creative writing.

LASALLE provides a nurturing, interdisciplinary learning environment to inspire the next generation of forward-looking, globally engaged artists, designers and leaders of creative industries.

LASALLE is ranked within the top 151-200 institutions globally for art and design (QS World University Rankings 2021). It is set to become part of Singapore's new university of the arts, which is currently under development.

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