



### **PEDRO Icon Summer 2022 Collection – ‘An Iconic Moment’**

This May, PEDRO continues to emphasize celebrating people and embracing individuality with the latest PEDRO Icon Summer 2022 Collection.

**Singapore, May 2022** – At PEDRO, we believe we can create a better world by empowering individuality and embracing the differences that make us uniquely us. Our latest PEDRO Icon Summer 2022 collection is joyful, inspiring, empowering and sophisticated. The PEDRO Icon is a symbolic, effortless representation of our brand and a statement to individuals to rediscover themselves and own their uniqueness. We invite you to embark on this journey of self-discovery. You – as an Icon of You.

#### **About The Campaign**

This summer, PEDRO celebrates icons in the arts and entertainment industry by inviting Shye-Anne Brown and Alexander Yue to be the face of the PEDRO Icon Summer 2022 Collection.

Themed ‘An Iconic Moment’, this campaign aims to highlight the definitive moment where one decides to break free from the mould and truly embrace their individuality.

**Shye-Anne Brown**, more commonly known as Shye, is a Singaporean singer and producer who began her journey in the music industry at the tender age of 16. With her passion and talent for music, Shye has produced song tracks and albums that were inspired by her life experiences and journey of self-discovery, making a name in the Singapore and international music scene.

**Alexander Yue** is a television host, actor and model. His acting, music and improvisation skills, coupled with his linguistic versatility have opened countless doors that have allowed him to succeed in the entertainment industry. In 2019, Alex was nominated as one of the Fantastic Five in Men’s Folio, where he was hailed as an up and coming talent in the entertainment industry. Fueled by his love for acting, Alex has since landed a job as a TV host for Channel News Asia and played roles in several home-grown productions.

#### **About The Collection**

PEDRO Icon Summer 2022 Collection showcases a range of footwear, bags and accessories that embodies our signature brand icon.

Embodying the concept of an effortless laid-back summer look, the

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The women's collection highlights a classic sneaker and a pair of sophisticated sandals which can be paired with the collection's leather shoulder bag, which is made available in a mini size as well, for a stylish and confident get up.

This collection also consists of fashionable unisex accessories such as a leather phone pouch, leather Airpod case and mini cardholder.

PEDRO Icon Summer 2022 collection 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