



### **PEDROSTUDIO PINK COLLECTION**

This March, get ready to march with confidence in PEDROSTUDIO, where Power Meets Comfort. PEDRO introduces PEDROSTUDIO, a premium range of shoes and bags just for women who aspire and want to be inspired.

Singapore, March 2022 – PEDROSTUDIO is a special line that is made for all the powerful women out there. It is elegant, sophisticated, polished and inspirational, which supports women to feel powerful and influential. In conjunction with International Women's Day on 8 March and our strong belief in gender equality, PEDRO has dedicated the entire month of March to celebrating women with PEDROSTUDIO's PINK Collection.

### **Introducing PEDROSTUDIO**

PEDROSTUDIO is a collection that sits differently from the main PEDRO women line, where special emphasis and attention is placed on its details and design. This line encompasses the following three key pillars:

***POWER MEETS COMFORT*** – A range of collection where comfort is not compromised while claiming women's power with the use of sophisticated materials like genuine leather.

***EMPOWERED*** – PEDROSTUDIO aims to bring attention to women's achievements and increasing visibility to inspire more women to be confident, beautiful and empowered.

***BOLD AND DYNAMIC*** – Inspiring women to have a voice for equality and challenge to break stereotypes through PEDROSTUDIO's bold and dynamic designs.

### **About PEDROSTUDIO PINK Collection**

Breaking conventional stereotypes, PEDRO embraces Pink as we want to empower individuals and women by celebrating their achievements and increasing visibility to inspire and uplift others with the notion that Pink can be Powerful, Pink can be Bold and Pink is Neutral.

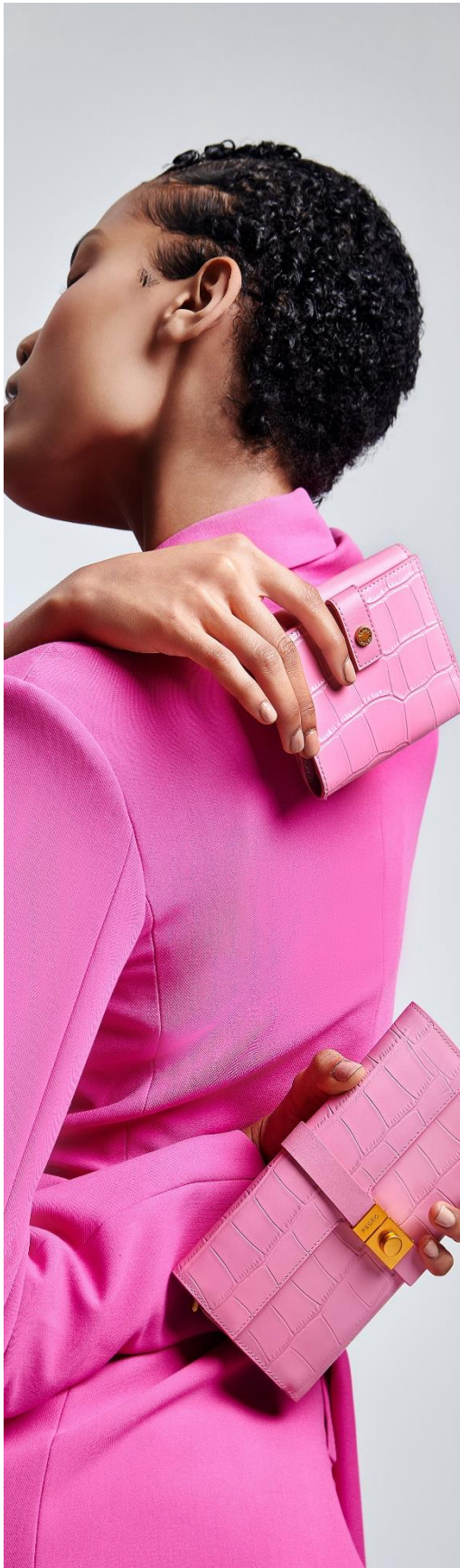
PEDROSTUDIO PINK Collection features a range of pink pumps that will be sure to spotlight you in the sophisticated crowd. These heels are defined by a luxurious croc-effect leather façade and kid leather on the inner to provide comfort for all-day wear.

Complete the look with a top handle bag or shoulder bag that is swathed in a bright pink shade that oozes feminine chic vibes, crafted in glossy cow leather with croc-effect finishing and gold hardware detailing. This collection also features a Tri-fold wallet, Wallet Bag and a Mini Sling Pouch. All items in this range come in other colorways too to fit the different needs and style of every powerful woman.

PEDROSTUDIO PINK Collection is now available in all PEDRO boutiques and [www.pedroshoes.com](http://www.pedroshoes.com).

# PEDRO

## PRESS RELEASE



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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.