

PEDRO

PRESS RELEASE

For Immediate Release



PEDRO presents Manoeuvre to Live Anew – A Spring 2022 Campaign

This Spring, PEDRO further embraces the joy in accessorizing with our latest EFFORTLESS ESSENTIALS.

Singapore, February 2022 – PEDRO propels further in 2022 with a sleek campaign to showcase key current highlights for PEDRO Women and PEDRO Men. Entitled Manoeuvre to Live Anew, it is an abstract exploration of renewed hope, with our essentials as the necessary fashion accoutrements to elevate your style, effortlessly.

This campaign is a joint project by PEDRO in-house creative team with a host of international talents that include photographers Morelli Brothers and stylist Juliana Gimenez. Fronting the campaign are models Jordun Love and Michi.

The dynamic 30seconds video starts off strong with introducing the two models on an industrial set, emanating confidence to take on a new life ahead. It then transitions to them stepping out and into a new scene with newfound readiness in style.

Sharing spotlight in the campaign as well, are the latest key shoes and bags which are just freshly launched in stores and online this January. For women, look out for vivacious and flirty fun with a hint of strength and optimism in this latest range of bags and shoes. Expect freshness as well, with a more relaxed silhouettes for its bags in vibrant shades of blue in some products with touches of deep gold.

For men, PEDRO has replicated the same feel of strength and optimism but with a hint of fluid machismo, to suit all style choices. Whether you're in the mood for shoes or bags in structured shapes in classic dark shades or in softer textures with soothing colours to match; this season's offerings for men have them all.

The Spring 22 collection are now available online and stores. Visit www.pedroshoes.com to discover more about the campaign 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.