

PEDRO

PRESS RELEASE

For Immediate Release



PEDRO Summer 2022 Rift Bag

This summer, PEDRO unveils a new Effortless Essential for the modern stylish women - the Rift bag.

Singapore, May – Inspired by the nature’s majestic landscape and peaks, the Rift Bag has a classic baguette shape for everyday use. Featuring the orange colour Rift bag as the hero piece, this genuine leather bag also comes in this season’s trendiest shades of mint, classic black, and white.

The key message of the Rift Bag is inspired by the concept where each colour represents a different trait - Colour of Your Summer, which revolves around **Self-Appreciation** and getting our community to discover their own personality traits and building confidence in themselves during the journey.

With four different colours from the Rift bag collection, our orange colour hero piece represents the positive and bright spirits of the energetic individuals who are out under the sun during the summer weekends.

White, a colour often associated with simplicity and pureness, would resonate with individuals who are fond of an effortless yet elegant look.

With green being a nature colour, our mint green Rift bag represents Self-Growth for individuals who believe in limitless progression and development, those who are ready for new opportunities and challenges.

Finally, the classic black stands for empowerment – one that is timeless, and associates with power and sophistication, can never go wrong for the sophisticated and chic women whose fashion are always on point.

With its gentle and flowy silhouette, the Rift Leather Bag is one bag design that is hard to beat. The addition of the smooth finish and slick magnetic push lock features a subtle yet impactful placement of the PEDRO logo, gives the bag a modern touch of sophistication.

Perfectly sized, this is a design that is meant to transcend any style trend, making it the ideal bag to pair with any outfit effortlessly. With an added adjustable and detachable strap, it can be carried in multiple ways too. Versatile, coveted and poise, these easy-to-style pieces are the must-haves in the wardrobe for this season’s outfit rotation.

The Rift bag collection is available online and in stores from 6th June onwards. Visit www.pedroshoes.com to discover more about the campaign and collection.

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For more information, please contact:

Singapore

Jingyi Goh

Jingyi.goh@pedroshoes.com

Shermaine Lim

Shermaine.lim@pedroshoes.com

Brandcomms@pedroshoes.com

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.