

PEDRO

PRESS RELEASE

Immediate Release



PEDRO Launches Summer 2022 Collection

PEDRO welcomes this Summer with new vibrant and exciting fashion essentials that looks set to elevate your style effortlessly for both men and women.

Singapore, April 2022 – This season, PEDRO launches the Summer 2022 campaign that features vibrant effortless essentials that will arm the modern men and women with a new style confidence. Titled Summer Selections, this energetic campaign depicts the notion of 'A New Tomorrow', exuberating the fun and hopefulness of an endless summer.

Spotlighting some of the hot pieces to covet this season, the latest collection offers a range of vibrant yet laidback pieces that are easy to style, casual and most importantly, bold for a tasteful summer look.

PEDRO Women Summer'22 Collection

Influenced by the idea of an adventurous summer getaway, the latest women collection offers pieces that comes in bold and vibrant colors with a chic and luxurious look and feel that can effortlessly elevate any summer get up.

One of the key pieces this season is the Riata Hobo Bag which showcases a trendy silhouette and a stunning rope-inspired design with mesh detailing. Pair it with the Juno Knitted Mule which features a playful ankle tie strap with a clever architectural heel to look resort ready this summer.

For a fun and flirty summer look, the Lima Sandals is a great option as it sports a luxurious sculpted heel in gold with an ankle strap which adds a touch of fun. Style it with the Pinto Mini Shoulder Bag which comes with subtle gold embellishments, that makes it the ideal bag for both dress-up and dress-down occasions.

This collection also highlights the Calico Sandals and Tampa Mini Bucket Bag that are the perfect pieces to be worn for both daytime affairs and glamorous beach soirees.

PEDRO Men Summer'22 Collection

The latest men collection offers pieces that come in mostly earthy toned colours, incorporating textures and prints that gives off an overall relaxed look and feel that are easy to wear and carry.

This season's must-haves would be the pair of Lace-up Sneakers in palm prints that is stylish and comfortable. Complete that casual

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PEDRO Summer 2022 collection is now available online and in stores, with new drops every week. Discover your latest must-have fashion accessories on 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 pedroshoes.com

Our modern-day collection continues to inspire 19 countries across Asia Pacific, the Middle East, and the United States of America.