

PEDRO

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For Immediate Release

PEDRO Opens First Store in Taipei 101

PEDRO, a premium brand of CHARLES & KEITH Group, has officially entered the Taipei 101 shopping mall in December with a refined and modern aesthetic, designed to inspire everyone to find joy and confidence in their personal style, centred around individuality and self-expression.

Singapore, December 2022 – Among PEDRO’s star-studded guestlist were celebrity artists Aaron Yan and Gemma Wu. A multi-talented performer who bagged this year’s Golden Bell award for Best Host, Aaron Yan has also won the honor of "Ten Outstanding Young Men" for his contributions to Taiwan’s entertainment scene. Adding to the presence was actor-singer Gemma Wu, known for her lively performances and for recently branching out to Korea. Decked out in the latest Winter line of shoes and bags in celebration of the opening, they continue to challenge and break through the framework of self-discovery, in line with the spirit of the PEDRO brand.

Designed to look and feel like an art gallery, PEDRO Taipei 101 features a clean and minimal aesthetic that represents the brand’s signature style of effortless essentials. Adding visual focus with subtle colouring, the space offers a breaking retail experience for the style-driven consumers of the city. From footwear to bags, the collections chime with the brand’s obsession with understated elegance, forming an organic connection with the concept of the store as one defines and enhances the other.

Winter 2022 Seasonal Collection Highlights

The innovative colours and smooth outlines of PEDRO Winter collection highlights products are full of fashionable and refined adult feeling. Neutral temperament tones such as army green, caramel brown, dark coffee and apricot colours are interspersed with fresh and bright violet colours, and the overall texture of the winter is improved by the classic square pattern, detailed fur and colourful houndstooth patterns.

2022 Holiday Collection

This festive season, PEDRO introduced a holiday collection with a noble celestial blue and royal purple, which is perfect for party parties or gifts for lovers. The four-in-one mini bag gift box comes in four mini bags with different styles and gorgeous straps that can be disassembled and matched at will. Dream an azure dream with the Celeste series of blue and velvet shoes and accessories for the women. The velvet-soft pair features a strappy and bowtie accent that channels one’s inner fashionista and gives your ensemble the perfect classy touch.

The men collection, on the other hand, spotlights our Brando loafers. This pair of patent leather penny loafers is restyled with a pointed toe, elongating the profile and providing a modern edge to the classic design. Formal, elegant allure defines the upper, evidenced by the high-polish finish that is unique and bold yet boasting a timeless silhouette.

PEDRO ICON

The PEDRO ICON encapsulates everything the brand stands for. With the initial “P” of PEDRO as the key consideration to symbolize the start of a journey, the logo is perfectly balanced to signify equality among all. Parallel lines stand for a constantly

PEDRO

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evolving brand that corresponds to its community, while a subtly placed infinity symbol expresses infinite possibilities for the brand.

THE ICON COLLECTION is a symbolic representation of the brand on a journey of self-discovery. Conceptualised and introduced in the 2021 Fall Collection, the line represents a gestation of ideas and elements that brings out the wearer's personal style, embracing the differences that make us unique while empowering individuality.

This season's PEDRO Icon shoes include classic durable men's and women's loafers, casual shoes, elegant high heels, frank Mueller shoes, stylish and handsome high-end casual men's shoes and so on. With the double P pattern as the design elements, the design of the oval shoulder bag with a thick knitted strap to make it easier to wear, the stitching of the hard shoulder bag and metal logo have a sense of luxury, and the sophistication can be upgraded on both formal and casual occasions. With the design of the square shoulder bag and nylon shoulder bag, the simple and restrained neutral design can be loved by both men and women.

REPEDRO – Review. Reflect. Rethink. Respond.

A collection that represents our commitment to a better Earth through designs that embrace eco-consciousness. Climate change represents the biggest challenge to the future of humanity and the life-support systems that make our planet habitable. We are acting on climate change, to transform this challenge into a movement. In 2020, we set on a journey towards becoming a more environmentally responsible brand by reviewing our processes, reflecting on our operations, rethinking of ways to do better and responding to the importance of climate actions. With rePEDRO, we continue to push ourselves to be better where we are not just looking for the next big thing, but the next best thing.

PEDRO STUDIO – Where Power Meets Comfort

A premium range of shoes and bags for the women who aspire and want to be inspired.

The PEDRO STUDIO collection is our dedication towards all confident and empowering women where comfort is not compromised with the use of sophisticated materials like genuine leather.

THE ALTITUDE SERIES – For The Gentlemen

A collection of comfort driven formal styles inspired by the daily grit and grind of the modern, on-the-go gentlemen.

PEDRO Altitude Series is our endless commitment towards pursuing ultimate comfort that is achieved through timeless design and ingenuity in our craft and materials. From lace-up oxfords to laser-cut medallion embellishments, we have narrowed down for you the necessary designs a modern-day gentleman needs within the Altitude series.

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.