

PEDRO

PRESS RELEASE

For Immediate Release



Love Portraits: PEDRO 2023 Valentine's Day Collection

This February, PEDRO celebrates Valentine's Day with a unisex collection - The Eterna Capsule which translates a modern and effortless romance through styling essentials.

Singapore, January 2023 – PEDRO unveils The Eterna Capsule – a unisex collection for the trendy modern men and women this Valentine's Day to celebrate an endless love. Expect statement pieces in this collection that exude a charismatic appeal of effortless yet stylish look to spend this special day with your special one.

The Campaign: Love Portraits

Featuring a raw and intimate perspective into this romantic occasion, this Valentine's Day campaign presents a unique take of affection, using a play of intimate portraits. Regardless romantically as a couple or self-loving as an individual, these love portraits transcend young love and connection by portraying the different ways to connect with love.

Through the lens of photographer, Leung Pak Ting, who has been working in the fashion industry for years, showcased the new faces of the young generation, Ip Yi, Elizabeth Tang, and Enoch, who were also seen in the scenes of multiple luxury fashion houses. Shot in a studio setting with a clean monotone background, a mix of natural and studio lighting, and an added touch of colour treatment elevates the overall mood and love atmosphere.

The Eterna Capsule

The Eterna capsule encompasses a range of versatile yet stylish essential accessories from shoes to bags and small leather goods such as air pod cases, all available in three colours – a timeless black, a pure white and a bold red that symbolizes dare to love.

Get ready for a stylish date with the Eterna shoes and bags with a leather finish. The structural graphic heart element application is reflected on the novelty bag that rocks the perfect mix of edgy and charming appeal. The metallic chain link adds a bold accent to the unmistakable structured silhouette, standing out from the crowd is a given.

One cannot go wrong when it comes to a classic clean pair of sneakers to suit any ensembles effortlessly. The pair of unisex Ridge Court Sneakers is designed with a twist of graphic heart that best represent this occasion. Sophisticated and distinguished at the same time, this valentine's day series of Ridge Court sneakers is easy to wear and completes an effortless couple look.

The perfect pairing with the unisex sneakers, is the mini leather pouch that creates an urban appeal to your outfit with its sleek design. Crafted from calf leather for a quality look and feel, the pouch is small enough to blend seamlessly with your ensemble yet capable of making a statement.

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The PEDRO 2023 Valentines Collection is now available both online and in stores. 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.