

PEDRO

PRESS RELEASE

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PEDRO presents its Lunar New Year 2023 Collection – A Textured Kinship

PEDRO welcomes the Year of the Rabbit with an exclusive capsule collection themed – A Textured Kinship, where we celebrate prosperity and happiness in style effortlessly.

Singapore, December 2022 – PEDRO's Year of the Rabbit capsule collection seeks to embrace the Chinese Zodiac attributes of freedom of self-expression and joy through the rabbit's lively nature.

Exclusively designed by PEDRO's in-house designer, the rabbit print serves as the main highlight of the Lunar New Year collection. Featuring a family of rabbits running in a circle with one rabbit in the middle, this whimsical print signifies reunion and celebration this coming Lunar New Year.

About The Collection

This collection includes a range of shoes, bags and accessories that are ideal for those who fancies an urban style sensibility this Lunar New Year.

One of the key highlight is PEDRO's new unisex HYBRIX sneaker (full collection to launch in February 2023). Made from a lightweight canvas upper, the HYBRIX Textured Sneakers boasts PEDRO's exclusive print to welcome the Year of the Rabbit. Sitting atop the HYBRIX outsole for maximum style and traction, the sneakers add the perfect amount of quirk to any outfit.

Complementing the sneakers is a matching tote bag with a textured finish for the ladies and a stylish cylindrical sling bag, embroidered with the exclusive rabbit print, for the men. Both the HYBRIX sneakers and Textured tote bag for ladies are made available in 2 colorways – Multi and Taupe, whereas the HYBRIX sneakers and Textured cylindrical sling bag for men are available in Taupe.

For the ladies, PEDRO has also added a sandals, loafers and a mini shoulder bag featuring the exclusive rabbit print. Through these playful styles, the collection aims to represent the rabbit's fun-loving and adventurous spirit with a modern take on the brand's ethos of 'Effortless with a twist'.

The full Lunar New Year collection also includes a women's only casual range that is flirty and feminine with a series of bags and heels in vibrant colors. This set is the perfect style essential for a dressy and chic get up for all your Lunar New Year celebrations and gatherings.

The PEDRO Lunar New Year 2023 Collection is now available 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.