

PEDRO

PRESS RELEASE

9 January 2023

PEDRO welcomes you to a 'Phygital Transference' – A Spring 2023 Campaign

PEDRO kick starts the year with high energy and positivity with our Spring 2023 Collection. Embracing a new way of life, PEDRO takes the next step forward to connect to what makes us alive, empowered and unique individuals.

Singapore, January 2023 – This Spring, PEDRO propels further through connecting the physical and digital worlds. As the digital and physical world creeps towards entanglement, we need daily essentials that connect us anywhere and everywhere. Inspired by the aesthetics of avatars and digital alter egos, PEDRO challenges the art of design, expanding the universe of luxury to unexplored dimensions and limits. Exploring the idea of a double duplicate of ourselves that exists in the real world or online, a hypothetical wardrobe fit for both is visualized in our Spring' 23 campaign.

The PEDRO Man and Woman knows just when to turn things up a notch, to impress with their style whilst looking effortless in whatever adventure they find themselves.

About The Collection

Stealing the spotlight in the campaign are the latest shoes and bags of the season freshly launched in stores and online. For women, look out for vibrant colors that celebrates the freshness of Spring. Incorporating retro-inspired prints and classic silhouettes, this collection will elevate your daily outfits, giving you an edge whilst looking effortless.

For men, PEDRO has replicated the same feel of optimism and liveliness with a hint of masculinity. Whether you are looking for classic and formal shoes in darker colors or sporty and casual footwear and bags in bright colors, the Spring'23 collection for men have them all.

The PEDRO Spring 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.



PEDRO



PRESS RELEASE

For more information, please contact:

Singapore

Jingyi Goh
Jingyi.goh@pedroshoes.com

Shermaine Lim
Shermaine.lim@pedroshoes.com

Brand.comms@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.