

PEDRO

PRESS RELEASE

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PEDRO HYBRIX SERIES SPRING 2023

Governed by unconventionality and experimentalism, PEDRO reengineers the blueprint of the future with the HYBRIX series. This Spring, PEDRO unveils our brand new 2023 signature sneakers, the HYBRIX Sneaker.

Singapore, February 2023 – PEDRO introduces our Signature Sneaker of the year - The HYBRIX Sneaker, where classic designs are given a new meaning in experimental silhouettes and futuristic forms. Created to be an essential footwear for the young and young-at-heart with a bold perspective, the HYBRIX sneaker is our answer to the current fashion meets court in-one trend that is making waves out there.

About HYBRIX Series

Born out of an urban functionality and fashion, the HYBRIX series is a hybrid of PEDRO's classic sneakers with an added element of boldness. Infused with the outsole from the Altura series with a ridge upper, the HYBRIX series is the perfect balance of experimental and classic.

Inspired by urban landscapes, and created around the concept of disrupting the status quo, the HYBRIX series is specially designed to embody a chunky outsole at the bottom, complimented with a flatter sole on top, thus giving off an outdoor and adventurous feel whilst paired with an upper in classic silhouettes.

SPRING 2023 Collection

The SPRING'23 HYBRIX series include offerings for both men and women. Debuting in classic white for both men and women, the white HYBRIX sneaker represents freshness and a blank canvas for future exciting iterations in the coming seasons. The HYBRIX sneaker also comes in grey color, made available in men's sizing.

This Spring, the HYBRIX series also includes a range of men's footwear. Featuring the HYBRIX outsole, the collection includes sandals, penny loafers, derby shoes and boots that suits all styles from sporty casual to utilitarian dressy.

The PEDRO HYBRIX series 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.



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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 2005, 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.