



An Ode to Earth - rePEDRO Summer 2023

This April, PEDRO releases the latest summer campaign – An Ode to Earth, as an aptly reminder that our mother Earth can be naturally beautiful, and we can create beauty amongst our existing nature.

Singapore, April 2023 – It is important to remember that our planet is a beautiful, natural wonder that we should cherish and protect. Inspired by the theme “Down-To-Earth”, this season’s rePEDRO collection is one that showcases wardrobe essentials that connect with nature through eco-conscious applications, creating a purposeful journey for our audiences.

An Ode to Earth

By surrounding ourselves with nature, we can experience the essence of life and appreciate the natural beauty that our planet has to offer. This Summer’s rePEDRO campaign aims to highlight the purpose of the collection, one that fuses us between the product and the environment.

The team has invited photographer, Min Hyun-woo from Seoul, South Korea, who is known for his artistic vision to capture nature’s beauty, to produce a series of images that translates this summer campaign through impactful visuals. The imageries also serve as an inspiration as they illustrate a sense of freedom, joy, and being – as one would feel being surrounded by the essence of life, nature.

rePEDRO Summer 2023 Collection

The latest rePEDRO collection spotlights our highlight sneaker of the year, Hybrix, but with a greener take. Inspired by outdoor and futuristic elements, the pair of unisex sneakers in beige colour is crafted with meticulous attention in every stitch. With canvas and microfibre as the main materials, more than fifty percent of them is made from recycled cotton and polyester respectively.

Stay fresh and stylish while blending in as one with the nature this Summer in a pair of comfortable sandals. The straps of the sandals are made from a canvas blend that is durable and breathable that elevates your outfit. The rePEDRO Canvas Band Sandals is carefully crafted with a contoured and raised footbed that provides arch support, and the adjustable buckle ensures the sandals fits perfectly and securely when being worn. With beige being the key colour, the sandals are also available in black colour for the men and green colour for the women.

To complete the summer look, the collection also offers a canvas tote bag and twill handbag in pixel pattern design that breathes modernity for all fashion mavens. Created with a twill canvas blend, the rePEDRO tote bag boasts a sturdy construction and spacious storage that is perfect for daily use. A detachable cup sleeves carrier is thoughtfully included as well for your daily coffee fix while keeping the environment in mind. For a sleek and modern aesthetic, the rePEDRO handbag in twill that comes with an additional removable strap provides multi ways to style the bag.

PEDRO



PRESS RELEASE

The rePEDRO Summer 2023 Collection is available both online and in stores from 10th April onwards. 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.