

# PEDRO

## PRESS RELEASE

For Immediate Release



### **PEDRO launches a Buzz Lightyear Collection**

This May, PEDRO releases an exciting collection, made in collaboration with Disney's Pixar that connects with one's childhood nostalgia and explores limitless possibilities – Buzz Lightyear.

Singapore, May 2023 – A reimagined range of effortless essentials, this collection features the well-loved characters from the series – Buzz Lightyear and the Little Green Men, also known as LGMs. It is a collection of joyful memories, where magic meets effortless urban style sophistication.

### **A Collection of Friendship - Through the Lens of The Toys**

Featuring an animated and sci-fi action perspective from the series, we are on a mission to bring our audience to a familiar adventure through a digital experience. The visuals emphasised on the distant connection between us and the objects by conceptualising tales of connectivity in the digital age.

Fusing the world of fashion with the magic of Avatar, we aim to create a unique and memorable experience for fashion lovers and fans of the show alike. With a focus on quality, creativity, and innovation, the collaboration promises to be a must-have for anyone looking to make a statement with their fashion choices.

### **About the Buzz Lightyear Collection**

This collaborative collection carries a range of unisex essential pieces, from sandals and sneakers to bags and accessories, perfect for the casual weekend. Curated with versatility in mind, the collection is designed using a play of the characters' silhouettes and iconic features such as the wings of buzz lightyear.

The collection spotlights two key sneaker constructions – a rework of PEDRO's Ridge Court and Hybrix sneakers.

The ultimate space suit for your feet, the collaborated Ridge Court Sneakers are the perfect blend of style and comfort and are sure to delight any fan. Featuring the iconic motifs of buzz lightyear and the little green men on a timeless design, add a touch of space-age futurism to your wardrobe today.

Your favourite aliens descend on an equally futuristic shoe with the collaborated Hybrix Sneakers. Bringing Pizza Planet to the 41st millennium, take your outfit to the stars with an experimental silhouette that reflects the rapidly changing times and bring your childhood fantasies to life in modern style.

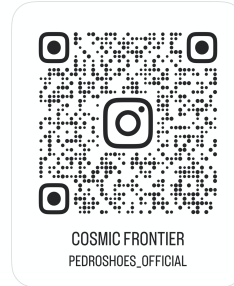
Explore the cosmos with the Disney Andy Backpack, a nylon construction ensures durability for a travel companion and a variety of pockets and compartments that makes organizing easy. This backpack is available in two colours and sizes to suit your needs and aesthetic.

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Get ready to take your Instagram story to infinity and beyond! Scan this QR code to try out our latest AR filter and get transported to a world of intergalactic adventure and fun with just a tap. Give your friends a buzz with this amazing experience now!



The PEDRO Buzz Lightyear Collection is now available both online and in stores. Discover your latest must-have fashion accessories on [www.pedroshoes.com](http://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](http://pedroshoes.com)

Our modern-day collection continues to inspire 19 countries across Asia Pacific, the Middle East, and the United States of America.