

# PEDRO

## PRESS RELEASE

12 May 2023



### **PEDRO SUMMER 23 COLLECTION**

This May, PEDRO explores what makes one feel alive as we focus on the theme of 'Self Connection' with our latest Summer Collection and Editorial Campaign.

Singapore, May 2023 – This season, PEDRO launches the Summer 2023 collection that features stylish and versatile pieces that will elevate the modern men and women with a new style confidence for any summer occasion.

#### **About The Campaign: Postcard from the City**

Summer - the one season where the skies are lit with vibrancy and hope, and where the streets are bustling and alive. We embark on a journey to create memories of a euphoric summer. Titled 'Postcards From The City', this campaign discovers the frenetic energy of a memorable journey in the city through a distinctive lens.

A powerful medium to evoke emotions, postcards offer a unique representation of the location, capturing its essence through visual imagery and conveying a sense of nostalgia and longing for the place. PEDRO provides a glimpse into the sights and sounds of Hong Kong, inspiring one to fall in love with the magic of a city.

Shot by photographer Oscar Chik in Hong Kong's bustling streets, the Summer collection is revealed through poetic and powerful shots, underscored by the city's fast-paced lifestyle and urban sophistication. A captivating showcase, platforming the collection's versatile silhouettes that serve as perfect companions for taking on the streets.

#### **About The Summer Collection**

PEDRO's latest summer collection includes a range of bags and shoes that are designed to be both functional and fashionable.

The women collection draws inspiration from trendy athleisure elements with bold colors and eye-catching silhouettes that gives a sense of energetic optimism and playful style. One of the key pieces this season is the Maria Heel Sandals that features a chic square open toe with a tapered heel that's a perfect summer wear staple. Pair it with the Petra Bowling bag for an effortless athleisure look.

Show off your playful personality this Summer with the Vibe Hobo Bag that's constructed in a fun shape featuring gentle curves and bold colors. Complete the look with the Vibe Heel Sandals for a fashion forward look. The sandals sit atop an orb heel that serves as the main focal point.

The latest men collection offers pieces that come in bright colours, incorporating textures and prints that gives off an overall relaxed look and feel that are easy to wear and carry. This season's must-haves are the Horsebit Mule Loafers, Rodney Leather Loafers and Track Low Top Sneakers. Style them with the Uzi Sling Bag and Track Sling Bag for a semi-casual get up.

The PEDRO Summer'23 Collection is now available 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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## **PRESS RELEASE**

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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](http://pedroshoes.com)

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