

PEDRO

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For Immediate Release



PEDRO launches PEDRO Icon Summer 2023 Collection

This summer, PEDRO uncovers the latest PEDRO Icon collection, where every detail shapes into a harmonic ensemble and a picture-perfect summer arises from the mirage.

Singapore, June 2023 – An essence refined, PEDRO Icon makes a return since its last collection launched during last year end. Expect a range of contemporary designed pieces inspired by emerging trends which forms an emotive second skin, showcasing both the brand and fashion tastemakers' evolutive process.

Embodying the symbolic emblem that is meaningful and unique to the brand, this PEDRO Icon collection not only celebrates who PEDRO is as a brand but also celebrates self-expression by embracing individuality.

About the Campaign: The Blueprint of An Icon

This summer, we dive into the blueprint of an icon where we not only reflect on the archives of the collection designs but also spotlight two creative personalities, Lily Miel Taieb and Alfie Nickerson, who have made a mark in their field of profession respectively. Stay tuned to a tête-à-tête with Lily and Alfie on [The PEDRO Journal](#).

The visual communication of this campaign is based on a blue, white and black theme, which is then treated with a raw aesthetic to evoke the idea of rediscovering archival materials. This gives a focus on exploring and discovering the roots of the collection and the individuals who have contributed to it.

This summer's PEDRO Icon collection is about rediscovering the past, celebrating the present, and inspiring the future. Through emotional connections, this campaign seeks to create a sense of community and inspire individuals to be their version of an "icon."

The visual assets produced in this campaign are photographed by Pablo Di Prima, who grew up in Spain with a colourful background of European and South American cultures. With his great interest in exploring the complex structures of identity through individuals and communities, Di Prima translates his curiosity towards creativity and physicality in this digital era through his work and aims to capture raw emotions around his subjects.

About the PEDRO Icon Summer 2023 Collection

Introducing the PEDRO Icon collection - a refined and elevated range of effortless sporty looks that are a must-have for any summer wardrobe. This collection combines style and comfort, creating a versatile and fashion-forward range that is perfect for any occasion.

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This comfort-meets-luxury collection features a variety of pieces that are designed to take you from day to night. From sleek sneakers to a modern oversized tote bag, this collection has everything you need to look your best this summer. The pieces boast a sharp flair to a casual look and the modern silhouette adds a touch of sophistication to the collection.

The sporty look of the PEDRO Icon collection is perfect for those who are looking for a comfortable yet fashionable style. The highlight in this collection is the PEDRO Icon suede sneakers which is designed with a unisex appeal and is available in three easy-to-wear colours, including chalk, multi and black.

The PEDRO Icon Summer 2023 Collection will be available from 5th June onwards both 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 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.