

PEDRO

PRESS RELEASE

For Immediate Release



PEDRO HYBRIX SERIES FALL 2023

Breaking free from convention and embracing the spirit of experimentation, PEDRO once again redefines the trajectory of fashion with the highly anticipated HYBRIX series for Fall 2023.

Singapore, August 2023 – The Fall 2023 collection serves as a testament to PEDRO's ongoing vision for an iconic silhouette, further honing its hyper-surrealistic hallmarks for the season ahead. Meticulously crafted, the collection breathes new life into the HYBRIX range, materializing essential pieces with captivating boldness.

About HYBRIX Series

The HYBRIX, renowned for its distinctive aesthetic, encapsulates PEDRO's commitment to designing for tomorrow, seamlessly blending luxury with the essence of contemporary culture.

Drawing inspiration from cityscapes and conceived to challenge conventions, the HYBRIX is ingeniously crafted to epitomize a bold and chunky bottom outsole, juxtaposed with a sleeker upper sole. This fusion not only imparts an exhilarating and adventurous outdoor sensibility but also seamlessly marries timeless silhouettes, resulting in a intriguing and futuristic design.

FALL 2023 Collection

The Fall 2023 collection caters to the discerning tastes of both men and women, making a bold statement in two alluring new colourways: the allure of all-black and the vibrancy of cobalt blue.

Also introduced is a high-top knit construction, the result of PEDRO's ongoing dedication to innovation and reinvention. This dynamic addition to the line-up enhances wearers' comfort and modern sensibility, providing a heightened sense of style and ease.

The PEDRO HYBRIX series Fall 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.