

PEDRO

PRESS RELEASE

For Immediate Release



PEDRO Unveils Majestic Lunar New Year Collection Inspired by the Mystical Dragon

As the Lunar New Year approaches, PEDRO proudly announces the launch of an exclusive collection celebrating the arrival of the Year of the Dragon.

Singapore, January 2024 – Evoking the enchanting aura of mysticism and tradition, the mystical creature is reimagined through an awe-inspiring range of footwear, bags, and charms adorned with auspicious messaging, symbolizing the ushering in of good fortune and prosperity.

About The Editorial

This Lunar New Year, PEDRO celebrates tradition with a heartwarming editorial that meticulously orchestrated symphony of off-kilter moments, spun with whimsy and warmth. Colour-coordinated frames unveil a cinematic flair that capture the holiday's true essence through the fantastical lens of the younger generation, offbeat snapshots painting an unconventional yet endearing picture of togetherness and cherished companionship.

About The Collection

At the heart of this opulent collection lies the celestial dragon, woven meticulously across every seasonal highlight, all unified in a resplendent hue of gold. This uniform application of the motif is an homage to the revered creature's timeless significance, intertwining with blooming florals for a contemporary tableau within traditional landscapes. Through the harmonious fusion of both elements, the collection celebrates not just beauty but the promise of new beginnings and the eternal cycle of life.

In addition to the captivating collection, PEDRO's range of auspicious gifts include red packets and chopstick sets, embellished with the celestial dragon motif in gilded gold. Steeped in symbolism, they serve as the perfect tokens to share the blessings of the season. Together with the box case and packet sleeves, the gift set echoes the tradition of giving gifts of money as a wish for prosperity in the New Year.

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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.