

PEDRO

PRESS RELEASE

For Immediate Release



PEDRO launches PEDRO Icon Winter 2023 Collection

Celebrating third year of PEDRO Icon, PEDRO unveils the latest PEDRO Icon collection where we introduce exciting new elements this winter season.

Singapore, October 2023 – Inspired by daily living, the PEDRO ICON Winter 2023 collection offers a confident and intimate range of effortless essentials, getting up close and personal with icons in everyday environments. Proving that transformative elements elevate mundane situations and turn ordinary moments into extraordinary experiences, redefining how we perceive style in our day-to-day lives.

About the PEDRO Icon Winter 2023 Collection

Everyday inspiration is one of the ways that one can describe PEDRO ICON's latest collection; versatile silhouettes, contemporary craft and distinctive details give the collection its unique resonance, while an intimate series of images capture the grace of expressing oneself with quiet charisma in non-descript settings, achieving the perfect balance between character and cohesiveness.

Collection staples are imaginatively elevated and freshly ornamented, with effects more pronounced than ever. Serving as a fresh and pronounced embellishment, this season's new horse bit detailing brings a sense of equestrian elegance and heritage to the forefront of the collection. A neutral colour palette of clean and cool tones adds a peaceful yet stark aura to the looks, with the ICON monogram applied in jacquard being the highlight of this season's collection. One that is timeless and relaxed but also characteristic in its own right.

Radiating a free-spirited energy, the PEDRO ICON Winter 2023 collection embodies the PEDRO individual who embraces self-expression, deriving happiness and self-assurance from being their own spectator. A statement of empowerment, and the craft of living life artfully.

The PEDRO Icon Winter 2023 Collection will be available from 16th October 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.