

PEDRO

For Immediate Release

PEDRO LUNAR NEW YEAR 2025 COLLECTION



This Lunar New Year, PEDRO unveils a collection that captures the essence of Lunar New Year with a modern twist, seamlessly blending cultural heritage with contemporary design. Rooted in themes of renewal, tradition and transformation —hallmarks of the snake’s symbolic meaning—the collection stays true to time-honoured traditions while embracing the possibilities of the digital age.

Charles & Keith Group Headquarters, 6 Tai Seng Link, Singapore 534101
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The collection offers a striking interplay between classic and contemporary aesthetics. Vibrant red, a universal symbol of good fortune and joy, imbues key designs with festive energy, while modern tones such as teal, chalk, and soft neutrals provide a refreshing alternative. This carefully curated palette reflects a balance of timeless tradition and forward-thinking style.

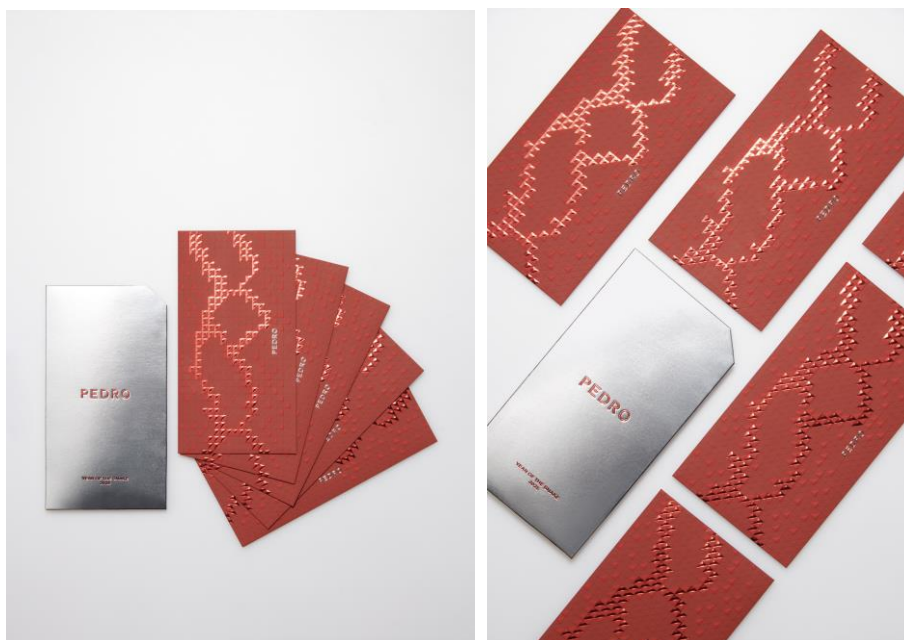
At the heart of the collection are thoughtful design features inspired by the spirit of Lunar New Year. Lantern-shaped bag silhouettes echo the warm glow of seasonal festivities, blending structured forms with soft curves that feel both celebratory and versatile. Meanwhile, snakeskin motifs inspired by the brand's house code Pixel add an edgy sophistication, celebrating the transformative nature of the snake.

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Beyond fashion, PEDRO extends the theme of the collection to the cherished tradition of gifting. Exclusive red packets, included with every purchase, are adorned with a similar reptilian texture, bringing a tactile and modern twist to this time-honoured Lunar New Year practice. Both joyful and symbolic, they honour the spirit of giving while embodying the collection's themes of metamorphosis and renewal—evoking the transformative essence of the snake and its significance in the brand's vision for the season.



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In a playful nod to the digital era, the brand is also introducing an interactive element: a reimagining of the classic Snake arcade game. Designed as a bridge between tradition and technology, this digital experience invites customers worldwide to engage with the collection in a dynamic way. Available globally online from 8th January to 3rd February 2025, the game transforms nostalgia into competition. Participants can play to climb the leaderboard, with exclusive prizes awarded to the top scorers—adding an immersive and rewarding layer to the festive experience.



By reinterpreting age-old traditions through contemporary design and digital innovation, PEDRO's Lunar New Year 2025 collection embodies the festive spirit of the season while inspiring a new generation to embrace cultural heritage in meaningful ways. Discover the collection in PEDRO stores and online from 30th December 2024 and celebrate the Year of the Snake with a perfect blend of heritage and modernity.

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About PEDRO:

PEDRO unveils effortless essentials at their finest—footwear and accessories thoughtfully crafted to elevate and empower. Where contemporary design meets refined aesthetics, express your identity with modern styles that seamlessly adapt to every wardrobe.

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