

PEDRO Welcomes the Lunar New Year with a Refined Equestrian Narrative



This Lunar New Year, PEDRO presents a collection that bridges ancestral heritage with a visceral modern pulse. Reinterpreting the Year of the Horse through the lens of contemporary precision, the narrative explores an ethereal journey between freedom and belonging, of aspiration amidst modernity.

Central to the collection is the contemporary use of pony hair, which is brought to the forefront as a raw yet refined highlight. Sourced from calf coats and refined into a short, fine texture, this hair-on-leather technique is integrated alongside smooth leather to create a half-and-half design that offers a balance of the unexpected. This play on materiality provides a sensory dialogue where organic warmth is grounded by architectural sharpness.



In keeping with the free-spirited codes of the brand, silhouettes lean into equestrian elegance through clean lines and saddle-inspired curves. While the palette remains grounded, the collection pays homage to tradition through select offerings in festive red. Across these pieces, the horse motif is artfully integrated, taking shape as intricate quilted textures and distinctive horse-shaped hardware. Gold-tone horsebit detailing further drives the theme forward, complemented by a scarf design that introduces softness and movement, honouring a legacy of craftsmanship without sacrificing refined functionality.



The celebration extends beyond the wardrobe into a curated selection of lifestyle accompaniments, featuring a set of branded red packets and seasonal socks. Unified by a playful reimagining of the horse motif, both pieces offer a spirited and graphic interpretation of the zodiac. In selected markets, these limited-edition items are presented as an exclusive gift with purchase for customers, serving as a final, thoughtful touch to the Lunar New Year narrative.



PEDRO

For Immediate Release

More than a seasonal update, the collection translates the instinctive strength and grace of the horse into a tactile wardrobe for the contemporary individual who values both the enduring depth of tradition and the sharpness of the now.



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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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