

# PEDRO

## PRESS RELEASE

For Immediate Release



### **PEDRO RAFFLES CITY STORE OFFICIAL OPENING**

PEDRO made its physical return with its first physical event since the pandemic in style, celebrating its latest store opening on 19 October 2022 at Raffles City Singapore, and taking this opportunity to introduce a revamped logo and the brand's latest key collections.

Singapore, October 2022 – In keeping with the brand's ethos of fusing unexpected elements in a way that creates an organic effect, PEDRO's new concept store at Raffles City juxtaposes and combines the functionality of the urban with the subtle abstraction of the contemporary.

#### **PEDRO's Brand Revitalization**

With constant innovation as the ethos, PEDRO brings a refreshed vision to the medium by conceptualising new projects and cultivating unique artistry within 120 global stores & 44 international shipping destinations. One outlet of the brand's revitalization is the update of the new logo, to herald the start of an exciting transformative journey.

Curated with overflowing sense of sophistication and elaborated features embodied in one, the stylized "E" drives the brand's key message of Effortless Essentials, Empowering Confidence, and it is in this vein that the PEDRO ICON Collection was born.

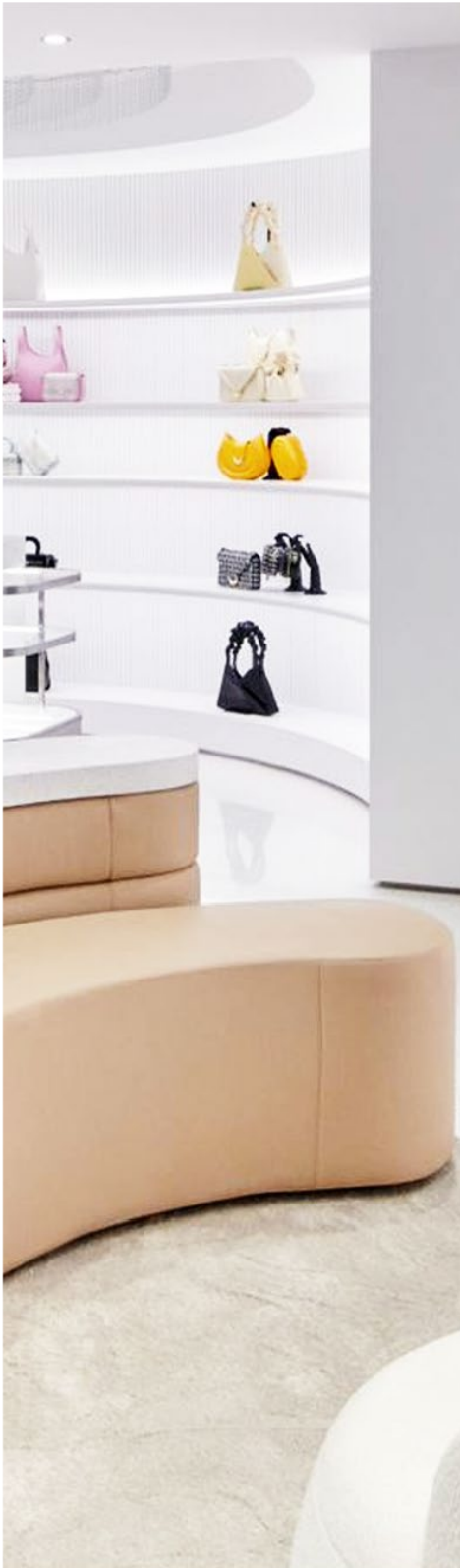
#### **Official Opening Event**

Set in a backdrop of effortless lines and curves that epitomize the brand's signature aesthetic of utilitarian ease and timeless style, PEDRO showcased the new collection to a crowd of media personalities, fashion insiders and content creators. Style icons in attendance included, celebrities Calvert Tay, Zhai Siming, Joel Choo, Yeh Jia Yun, and many more, who took the occasion of the celebration to meet with the creative core of the brand.

With Winter 2022 marking one year of progress since the inception of PEDRO ICON, guests were also introduced to the latest PEDRO ICON collection. A symbolic representation of the brand on a journey of self-discovery, the collection represents a gestation of ideas and elements that brings out the wearer's personal style, embracing the differences that make us unique.

Sipping on a cocktail menu specially created for the evening while enjoying a DJ set spun by Clement Tan, guests let loose and embraced the brand's revitalization, built on a vibrant sense of self-expression and highlighting the importance of individuality. The portfolio of selected pieces complemented the electric atmosphere, capping off an eventful event with the creative spirit of PEDRO intermingled among good people and good music.

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### The New Concept Store

PEDRO's new concept store revolves around Effortless Essentials, which is at the heart of the brand's aesthetic vision, reflected in the offerings as well as the store's design and colour scheme.

The store façade's luminous transparency allows a glimpse of the wares inside and brings a sense of the urban vibrancy of city life going on outside right into the store, beckoning its fashion-conscious and oft-curious clientele off the street and into its airy space.

Split into two sections to create an immersive dimension and displaying an array of inspirations, enter an environment that invites the customer to experiment and combine unpredictably.

Adjoined by an austere hallway that provides one of the store's most striking architectural features, the space is orchestrated as part of an all-immersive brand experience through the use of clean and fluid lines that PEDRO's signature is all about.

PEDRO is just getting started! In tandem with our Raffles City Store, our Wisma store has also recently returned with a new look. Stay tuned to more new stores coming up this year end at 313@Somerset, Changi City Point and Changi Airport T1 for your festive shopping.

Discover more on [www.pedroshoes.com](http://www.pedroshoes.com).

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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](http://pedroshoes.com)

Our modern-day collection continues to inspire 19 countries across Asia Pacific, the Middle East, and the United States of America.