

## PEDRO sets foot in Hong Kong



Singapore, April 2024 – PEDRO is finally bringing its signature style of effortless essentials to Hong Kong with its first ever store in The Wai. Located within the Tai Wai district, a buzzing area known for being a launchpad for numerous brands, this latest venture showcases a fusion of contemporary design elements from the Singapore-based label under the Charles and Keith Group.

Forming a subtle continuation of PEDRO's signature aesthetic, the 130 square meters store introduces a palette of muted grey and white tones, creating a minimalist backdrop against a splash of blue for an oasis-like ambiance. Layered metallic finishes and matte textures offer visual contrast, while sculptural details nod to sophisticated geometries.

With a design scheme crafted to optimize circulation and interaction, PEDRO's inaugural store in Hong Kong embodies the concept of a studio while maintaining practicality and functionality. Notably, the centerpiece's contours mirror those of the overhead light fixture, subtly echoing the timeless adage of 'as above, so below'. This intentional pairing creates a serene atmosphere, reminiscent of the tranquil interplay between a pond's surface and the reflecting light above.

From its sculptural geometric interior and seamless integration of materials both natural and modernist, the space will house PEDRO's latest collections of effortless essentials that reflects its vision as a brand. More than just a place to shop - it's a destination in its own right.

Discover the new store experience and shop the latest Summer 2024 collection at the PEDRO The Wai store.

For more information, please contact:

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# PEDRO



## **Store Information**

Address: Unit 209, 2/F, The Wai, 18 Che Kung Miu Road, Tai Wan, Sha Tin, New Territories, Hong Kong



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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.

Established in 2005, PEDRO creates effortless fashion essentials to empower confidence in individuality through a distinctive creative vision that embodies the style zeitgeist. From footwear to bags and small leather goods, these staples consolidate the urban DNA of the brand, as well as highlight the importance given to design and quality.

Our modern-day collection extends beyond our 109 global stores to an online shopping experience at [pedroshoes.com](http://pedroshoes.com) and continues to inspire 19 countries across Asia Pacific, the Middle East, and the United States of America.