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PRESS RELEASE

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A Groundbreaking Fusion: PEDRO | Commune

Merging style and sustainability PEDRO partners with Commune to champion a conscious act of creativity with an exclusive collection. The collection's foundation lies in the belief that existing materials deserve a second life.

Singapore, June 2024 – PEDRO is excited to unveil an innovative collaboration with Singapore furniture brand Commune, blending the worlds of fashion and furniture design. This cross-industry partnership introduces a new era of creativity, redefining both style and environmental responsibility.

"Giving a second life to everything" is not merely a tagline; it encapsulates an ethos shared between the brands – one that challenges the status quo, redefining fashion by transforming the discarded into something beautiful.

About The Collection

At the heart of this collaboration lies a shared commitment to sustainability and conscious creativity. Inspired by Commune's iconic Aviate sofa, PEDRO has ingeniously repurposed offcut leather from this classic furniture piece to fashion a limited edition tote bag. The finish and shade of the recycled materials vary, making each piece a unique work of art.

The Aviate tote bag is a testament to the modern and bold aesthetic approach that both brands embody. Utilizing Commune's key specialities such as contemporary clean lines and walnut wood material, PEDRO aimed to create a bag that is both modern and functional for the everyday. Every single cut and curve of the bag has been carefully curated; down to the finest details such as the cut-out around the bag handle, which takes inspiration from the silhouette of the sofa itself. Complementing the recycled leather is the use of exquisite walnut wood for the handles. Responsibly sourced from managed forests and its rich colour, Walnut Oak exudes a luxurious and timeless appeal. Celebrated for its strength and resilience, this exceptional material effortlessly withstands daily use while retaining its beauty over time.

The essence of this collaboration lies not only in its ethos but also in its dedication to exquisite craftsmanship and style. Julian Koh, Chief Design Officer of Commune, remarks, "The power of creativity and innovation from both companies coming together pushes the boundaries of style and design. Through many conversations, we realized that both home-grown brands could create something meaningful by reusing wastage from leather and wood."



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Each element that plays a part in the bag's composition tells a story of creativity, resilience, and the transformative power of partnership. This collaboration not only pioneers sustainable practices but also carries the message of a need for deeper connection to our environment and the value of materials that shape our shared world.

Experience The Collection

The PEDRO | Commune Aviate Bag is available online and in selective PEDRO stores (313@Somerset and Suntec City) from 24 June onwards. For a closer look at the inspiration behind the collaboration, visit Commune's store at Millenia Walk and experience the Aviate Sofa firsthand.

Discover the artistry, the craftsmanship, and the vision behind this ground-breaking collaboration on www.pedroshoes.com or visit your nearest PEDRO boutiques to shop.

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 2005, 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.

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About Commune

Commune is a Singaporean furniture design and lifestyle company making waves internationally. Our furniture transcends borders and trends, gaining acclaim across Asia and Europe. Our presence is continually growing across Singapore, Malaysia, Philippines, Brunei, Hong Kong, India, Russia and China. We don't just create furniture; we craft experiences.

Our mission is to bring quiet modernity to your home, seamlessly blending functionality with effortless form and intelligent craftsmanship. We design with a human-centric approach, ensuring our pieces not only look beautiful but also cater to the needs of the modern individual.

Sustainability is woven into the very fabric of Commune. We champion the use of eco-conscious wood and timber sourced from sustainable forests in the USA, Asia, and Europe. By minimizing our environmental footprint, Commune allows you to create a beautiful home with a clear conscience.

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