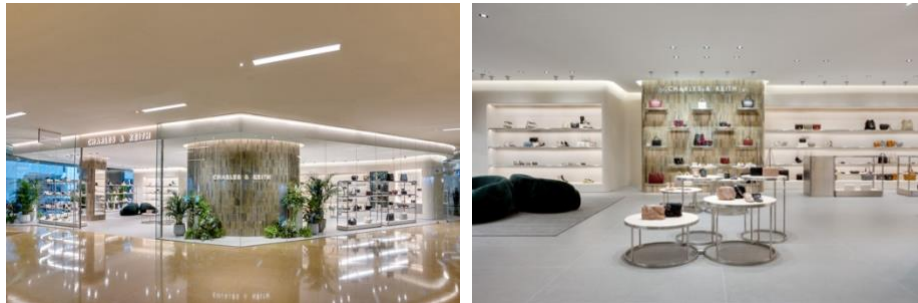


CHARLES & KEITH

PRESS RELEASE

FOR IMMEDIATE RELEASE

CHARLES & KEITH UNVEILS NEW STORE CONCEPT AT HONG KONG ISLAND'S LARGEST SHOPPING MALL



HONG KONG, 02 November 2021 – This November, CHARLES & KEITH – the go-to label for footwear, hand bag and accessories that are on the cutting edge of fashion – deepens its retail footprint in Hong Kong, with the unveiling of a new store at Cityplaza, the largest and most diverse shopping mall on Hong Kong Island.

Situated in the exciting CBD district of Taikoo, the new Cityplaza store is the first in the brand's global network to reflect its 6th generation store concept. Keeping true to the brand's minimalist aesthetic, gradual curves and fluid lines are paired with a clean colour scheme that exudes a pared down, modern feel.

“We're thrilled to unveil the newest iteration of the CHARLES & KEITH boutique experience – just as the brand celebrates its silver jubilee. This new store concept which will be reflected in all forthcoming openings, stays true to our brand codes, while injecting the personality of each individual city it calls home with one-of-a-kind features. It is a physical manifestation of our brand today where elevated materials meld harmoniously with trendsetting style,” said Chief Operating Officer, Keith Wong.

“From the textures of our interior, to the presentation of the merchandise, our intent was to create a space that allows for raw beauty to shine. We envision shopping at our store as an unhurried and personal experience, where customers can come, slow down, and focus on experimenting with their own individual style,” he continued.

Unique to this 197 square metre store, glazed ceramic tiles with a handmade finish line its feature walls, reminiscent of traditional high rise apartment facades in Hong Kong – an ode to the city, which has long been regarded as one of the most fashion forward in the world.

CHARLES & KEITH

Carved out to provide a respite from the noise of the outside world, notes of green byway of fresh palms and lush velvet couches inject a touch of life into the cocoon like space. Porcelain stoneware creates a striking contrast against the rest of the interior, while a cementitious finish applied to fixtures, emulates warm limestone, reflecting a contemporary perspective of simplicity and sophistication.

The new CHARLES & KEITH store at Cityplaza opens 2 November. Discover the store experience and the Hong Kong and Macau Exclusive Tartan print series – which features 4 bags including the iconic Gabine saddle in medium and nano sizes – first-hand.

@CharlesKeithOfficial

#CharlesKeith_HK

#ImWithCharlesKeith

Tartan Special Series: Hong Kong & Macau Exclusive



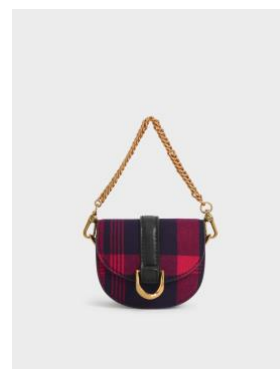
Tartan hobo bag
HK\$669



Tartan shoulder bag
HK\$599

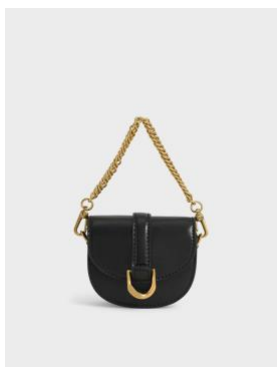


Tartan Gabine
HK\$699

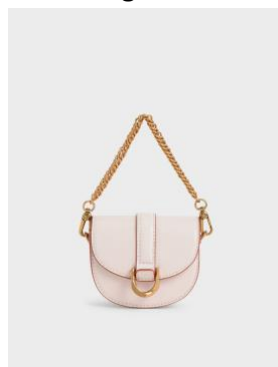


Tartan nano Gabine
HK\$499

Nano Gabine Saddle Bag



Nano Gabine
HK\$499



Nano Gabine
HK\$499

CHARLES & KEITH

Store Address & Opening Hours:

CHARLES & KEITH Cityplaza

Shop G-072, Ground Floor

City Plaza, 18 Taikoo Shing Road, Hong Kong

Opening hours: 11am – 9pm (Daily)

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ABOUT CHARLES & KEITH

CHARLES & KEITH is the go-to fashion label for stylish urbanites, recognized for its curated collections of relevant designs. Founded in 1996 by entrepreneurs Charles Wong and Keith Wong with the purpose to spark joy and confidence in fashion-forward women by providing footwear designs that are versatile and appeal to on-trend sensibilities, the brand has evolved to offer a full-fledged line of footwear, bags, eyewear, accessories and costume jewelry.

Anchored by its four brand values – Experimental, Desirable, Curated and Modern – CHARLES & KEITH aims to celebrate and inspire women every day. With over 600 brick-and-mortar stores in its global network, CHARLESKEITH.COM extends the brand's reach through the United States of America, Asia Pacific and Europe.