

CHARLES & KEITH

PRESS RELEASE

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CHARLES & KEITH and SHUSHU/TONG Unveil Their First-Ever Collaborative Capsule Collection

SINGAPORE, 26 December 2021 – Footwear and accessories brand CHARLES & KEITH collaborates with the designers of SHUSHU/TONG; Liusu Lei and Yutong Jiang to create a limited edition SHUSHU/TONG x CHARLES & KEITH capsule collection to kick off the spring season.

The capsule features two pairs of bags and shoes centred around the key motif of the rose, exploring its ephemeral beauty, fragility, and charm. Uniting the inspirations and emotions of the brands, the unique imagery of the rose embodies the SHUSHU/TONG brand DNA – where the modern woman and unabashedly feminine details are juxtaposed – merged with the sensibilities and understated elegance that form the bedrock of CHARLES & KEITH's design ethos.

SHUSHU/TONG shared that, *"The rose has become a significant symbol in literature and art, usually representing love and desire. Traditionally, roses only bloomed once a year, which means it was destined to live for a short period of time. A fragile, withering rose exudes fleeting beauty. Sharp thorns line its soft, delicate branches; this danger is a metaphor for the price we sometimes need to pay for love."*

Contrasting colours of red and black form the backbone of the collection. Their opposition – passion and sophistication – exemplify the inescapable temptation that love brings."

Fredie Stevens Design Director of CHARLES & KEITH said, *"CHARLES & KEITH is excited to continue the tradition of working with independent designers to bring unique iterations of our well-loved footwear and handbags to both new audiences and loyal fans of the brand."*

It was a pleasure collaborating with the dynamic SHUSHU/TONG duo, we've followed their brand's evolution closely over the years and are great admirers of their work and design aesthetic – the latter, which has been beautifully synched with CHARLES & KEITH's signature shapes to create this truly unique collection."

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Mary Janes in patent leather – a style beloved by CHARLES & KEITH fans – have been given a unique SHUSHU/TONG twist: The feminine shape of the shoe is offset with an edgy, chunky heel. A delicate rose embellishment intertwines across one side of each colour variation, giving the shoes a romantic charm, while retaining its retro style.

Handbags in the collection take on an elegant rectangular shape, with a wide adjustable ribbon-esque strap that allows it to be carried underarm or as a top handle. The black version is crafted from sleek satin and adorned with a patent rose in the same shade, while its crimson counterpart features a delicate, vintage-inspired rose pattern monogrammed on its glossy satin body. The bag's interior is crafted from supple leather and finished off with a hidden magnetic closure.

The campaign, directed by fashion photographer Zeng Wu Zhang and styled by Liu Xiao, draws inspiration from the duality of the brands, vividly bringing to life the whimsical SHUSHU/TONG x CHARLES & KEITH girl amidst a saturated, colour-blocked wonderland that evokes the charm of a bygone era.

The collection will be available in selected CHARLES & KEITH boutiques and on www.charleskeith.com from 11 January 2022.

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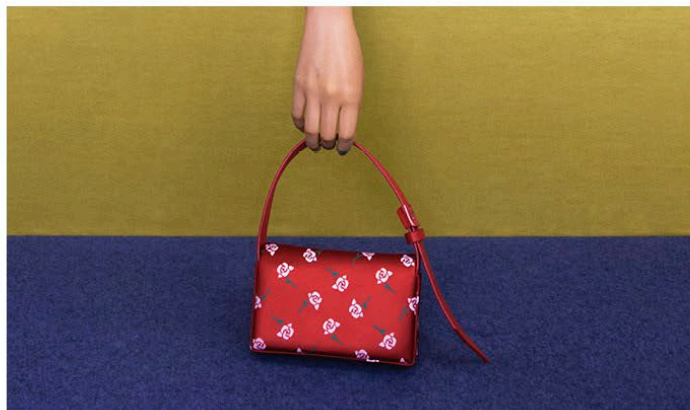
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About CHARLES & KEITH

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.

About SHUSHU/TONG

Accentuating an alternative portrayal of femininity infused with strength and contradiction, SHUSHU/TONG was launched in 2015 by Liushe Lei and Yutong Jiang. The label aims to defy stereotypical representation of female qualities through its complex exploration of fabrics and the deconstruction and reconstruction of feminine elements including bowknot, frill, mesh, ruffle, embroidery, and pearl. Since its establishment, The brand has counted such esteemed retailers as DSM, SSENSE, Selfridge, and Browns as its stockists.

Every SHUSHU/TONG collection delivers a unique fashion statement about a modern femininity complicated by a romantic yet bold twist. A SHUSHU/TONG girl may be a dreadful mystery left unsolved by a teenage writer; she could be as refreshing as the wings of a fairy hovering over a summer's day; she might embody the aloof killer retreating into the misty mountains... At the core of all the SHUSHU/TONG girls is a secretive willfulness concealed beneath the look of their playful innocence.