

CHARLES & KEITH

PRESS RELEASE

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CHARLES & KEITH Expands into the U.S. with First Pop-Up in New York

SINGAPORE, 31 March 2022 – CHARLES & KEITH expands its global footprint into the U.S. with its first ever pop-up at a multi-brand space Showfields in New York City, running from April 22nd to September 19th 2022.

For the first time, shoppers in the U.S. can physically browse CHARLES & KEITH's products, previously only available to purchase via the brand's mobile app and e-commerce website.

The space reflects the sleek and modern aesthetic employed throughout its stores globally, and offers customers a glimpse into the brand's omnichannel experience.

"With our exponential growth in the U.S. over the past few years, came increased demand to launch a physical point of sale in the country. We're excited to partner with Showfields, a ground-breaking and experimental retail concept store, to bring the CHARLES & KEITH experience to our community Stateside, starting with New York," said Keith Wong, Chief Operating Officer.

"We are always on the lookout to create exciting and thought-provoking customer experiences, and to remind people of the joy that retail can bring. We can't think of a better partner than Showfields, whose aesthetics and values align with our brand," he continued.

The pop-up offers a selection of the brand's versatile and design-led footwear and bags from its seasonal collections and some evergreen icons such as its Gabine bags and Lucile boots.

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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.