

CHARLES & KEITH

PRESS RELEASE

FOR IMMEDIATE RELEASE

CHARLES & KEITH MAKES A COMMITMENT TO SUPPORT GIRLS' EDUCATION WITH SAVE THE CHILDREN

CHARLES & KEITH Launches *She Can Be* Jewellery Collection

Today, millions of children across the world are deprived of an education. In fact, 25 million children will never enroll in school – and two-thirds of them are girls. Therefore, the key mission of the partnership between CHARLES & KEITH and Save the Children is to support the education of vulnerable girls who are facing emergencies, poverty and discrimination.

CHARLES & KEITH believes that every girl has a right to a bright start in life. In keeping to 2019's theme of 'Empowering Women of Tomorrow', it aims to support the education of more than 1000 girls through this partnership with non-profit organisation Save the Children. To celebrate the International Day of the Girl, the brand has created an exclusive *She Can Be* collection and committed US\$100,000 to the campaign to demonstrate its commitment to girls' education and empowerment in Asia and around the world.

The special *She Can Be* jewellery capsule collection consists of a necklace and a ring. Both items are available in three colours: gold, silver and rose gold – the ring is also available in Small and Medium sizes. Each piece features a rectangular acrylic pendant that has been inscribed with the inspiring words, "She Can Be".

Customers will be encouraged to repost a campaign image featured on CHARLES & KEITH's Instagram page on their Instagram account and/or Instagram Stories, and tag the image with #SheCanBe and @charleskeithofficial. For every hashtag, CHARLES & KEITH will donate US\$1 to Save the Children, up to US\$50,000.

The CHARLES & KEITH *She Can Be* jewellery collection will be launched on the International Day of the Girl, 11 October 2019. It will be available on CHARLESKEITH.COM, as well as selected CHARLES & KEITH stores around the world.

CHARLES & KEITH

Product collection:

Accessories:

Media Relations:

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Notes to Editors

About CHARLES & KEITH

Fashion entrepreneurs, Charles & Keith Wong founded CHARLES & KEITH in 1996 upon identifying the potential of footwear designs catered for eastern women. CHARLES & KEITH is the go-to fashion destination for stylish urbanites, recognized for its desirable fashion and curated collections of relevant designs. With women as the central focus, the brand has developed a full-fledged line of footwear, bags, eyewear, accessories and costume jewelry. Pushing forward four brand values: Experimental, Desirable, Curated and Modernity, the brand aims to celebrate women and inspire fashion and beauty every day. CHARLES & KEITH extends beyond brick-and-mortar with online shopping site CHARLESKEITH.COM, making the brand available through United States of America, Asia Pacific and Europe.

About Save the Children

Save the Children gives children in Asia and around the world a healthy start, the opportunity to learn and protection from harm. We invest in childhood — every day, in times of crisis and for our future.