

FOR IMMEDIATE RELEASE

# CECILIE BAHNSEN

in collaboration with

CHARLES & KEITH



## CECILIE BAHNSEN PARTNERS WITH CHARLES & KEITH ON A FOOTWEAR COLLECTION INSPIRED BY TRADITIONAL SCHOOLWEAR

Launching in May 2020, Cecilie Bahnsen will unveil a collection of shoes created exclusively in collaboration with CHARLES & KEITH, the Singaporean shoe and accessory brand. The collaboration features four styles, three Mary Jane designs and a distinctive mule – classic shapes reinterpreted by Cecilie each beautifully finished with her signature couture-like touch. The collection takes inspiration from school uniforms, a recurring motif in her designs, Cecilie explains:

*“I’ve always been fascinated by school uniforms. I think that explains why I loved the Mary Jane shoe in the Charles & Keith’s collection so much. It’s a traditional school-girlish shoe, but it also has that quality of a masculine-feminine contrast that I’m always looking for. Historically, the Mary Jane was not just a shoe for girls. Right into the 20th century little boys wore them too. We made ours super feminine, more lady than the shoes we’ve done before, working with patchwork and hand-drawn-embroidery. I think the combination of the Charles & Keith classic shape and our touch is very beautiful. It’s been really exciting to see how we can translate our universe into a shoe. It almost felt like we were morphing our dresses into a shoe.”*

CHARLESKEITH.COM

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- Cecilie Bahnsen, Founder and Creative Director

*“Since the creation of our company we have always been supporting young designers in Fashion and Arts scenes. When meeting with Cecilie Bahnsen it was an instantaneous match as it would perfectly combine our shoe-making savoir faire and her incredible knowledge on fabrics craftsmanship. We connected immediately when discussing new codes of femininity, her unique take on shapes, volumes and distinctive choice of fabrics.*

*We are thrilled and excited to work with Cecilie, and thoroughly enjoyed the collaborative process of co-designing this capsule collection of the four designs.*

*The idea was to be truthful to Cecilie’s DNA, her unique take on women’s femininity and being able to retranslate her poetic dresses into shoes. This Collaboration was also about creating something unique and responsible, have a positive message through the Collection. Therefore, it came as an evidence to upcycle Cecilie’s beautiful fabrics to create a new whole one, a patchwork made bespoke and the usage of a Recycled Satin material for the hand-drawn quilted embroidery styles.”*

- CHARLES & KEITH

The collection revisits two of Cecilie’s most precious fabrics, a Recycled Satin applying a beautiful hand-drawn quilted embroidery and a unique patchwork made from Cecilie’s fabrics, giving them a new life. The shoe collection sees the return of patterns and colourways Cecilie debuted at her Fall/Winter 2019 show. The colour palette follows Cecilie’s familiar use of black and white with flourishes of colour, represented here in the lemon yellow Camelia mule. The collection has been thoughtfully made, mindful of using less, with dust bags stitched from leftover cuts of fabrics from previous seasons. The elegantly minimal packaging created as an object on its own, has each shoebox topped with an exclusive print from the campaign.

The campaign was shot on location by Benedict Brink at Herlufsholm School, Denmark’s most prestigious boarding school, south of Copenhagen, traditionally known for educating the sons of aristocracy and the industrial elite.

THE COLLECTION WILL BE EXCLUSIVELY AVAILABLE ON MAY 2020 AT CECILIEBAHNSEN.COM AND CHARLESKEITH.COM.

The collection will be sold online starting from 250 euros to 350 euros.

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### About CECILIE BAHNSEN

Cecilie Bahnsen operates at the intersection of couture and ready-to-wear to create luxury clothing with a relaxed, timeless style. Celebrating the traditions of fine French fashion and the design culture of Scandinavia, her collections combine craftsmanship and detailing with architectural volumes and sculptural silhouettes to offer a contemporary take on femininity. Unique fabrics are hand-designed each season by founder and LVMH Prize finalist Cecilie Bahnsen, a Copenhagen native who returned to her home town to found her eponymous label in 2015 after working with couture houses in Paris. Her aim is to craft effortless clothes that last and that can transform the wearer, with unexpected combinations of softness and structure, minimal and maximal, perfect and imperfect.

### About CHARLES & KEITH

Fashion entrepreneurs, Charles and 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, recognised 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 jewellery. Guided by four brand values: Experimental, Desirable, Curated and Modernity, the brand aims to celebrate and inspire women every day. CHARLES & KEITH has extended beyond brick-and-mortar with online shopping site CHARLESKEITH.COM, making the brand available through the United States of America, Asia Pacific, United Kingdom and Europe.