

CHARLES & KEITH

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

CHARLES & KEITH Goes Green To Push Fashion Forward

At CHARLES & KEITH sustainability is about asking ourselves, “What’s Next?”. Today, we continue to lead by example with three bold sustainability initiatives in Singapore aimed at creating impact and moving fashion forward.

#### CHARLES & KEITH Moves Fashion ‘4WARD’ With Its First Sustainable Sneaker

- The launch of the ‘4WARD’ collection marks an important milestone for CHARLES & KEITH. As the brand's first shoe to embrace sustainability, these striking sneakers demonstrate our commitment to the planet, as well as reflect our brand philosophy of creating fashionable, comfortable and quality designs.

#### CHARLES & KEITH Launches Its First Shoes Take Back Programme

- In tandem with the launch of our ‘4WARD’ capsule collection, CHARLES & KEITH is inviting customers in Singapore to donate their shoes instead of throwing them away.
- Between 13 November 2019 and 7 January 2020, customers can visit our stores located at 313@Somerset, ION Orchard, Jewel Changi Airport, Marina Bay Sands and VivoCity, and approach our staff with the shoes they would like to donate.
- Customers who have donated shoes will receive vouchers that let them enjoy a 10% or 15% discount on a pair of ‘4WARD’ sneakers

#### CHARLES & KEITH Is The First Retailer To Eco-Ceritfy All Its Stores In Singapore

- As part of our commitment to design better stores and workplaces, CHARLES & KEITH is the first retailer to evaluate the environmental performance of all its thirty stores in Singapore against the Singapore Environment Council’s Eco-Shop Certification standards. Now, customers can feel good about shopping in stores that put the planet first.

At CHARLES & KEITH, we’re continuously pushing ourselves to be better. We’re not just looking for the next big thing – we’re looking for the next best thing. Head to <https://www.charleskeithgroup.com/sustainability/> to find out “What’s Next” for the future of fashion.

CHARLES & KEITH

**Media Relations:**

CHARLES & KEITH Press Office

Phone: 65.6590.7700

Email: [PublicRelations@charleskeith.com](mailto:PublicRelations@charleskeith.com)

**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 the US, Asia Pacific and Europe.

The CHARLES & KEITH is aware of the role the fashion industry has on the environment and is conscious of its business impacts. As it looks to expand across exciting new regions in Europe and the US, and continue to grow in Asia, in 2019 the CHARLES & KEITH Group developed a robust sustainability strategy and formalised its commitments to shape fashion for the better. Better for those that make it, those that wear it, and the planet that makes it all possible.