

PRESS RELEASE

FOR IMMEDIATE RELEASE

CHARLES & KEITH GROUP PUTS SUSTAINABILITY AT THE HEART OF ITS GROWTH

As an exciting, design-led and innovative fashion company, the CHARLES & KEITH Group is constantly asking, "What's next?". Our creative and experimental approach to fashion means we are always pushing the boundaries to keep our brands and our customers ahead of the curve. Today, we're pushing those boundaries even further to make a deeper, more positive impact through our business.

As we expand across the globe, we want to do it in a way that's better for the people who make our fashion; the people who wear our fashion; and the planet which makes it all possible. We have prioritised our sustainability work in three areas – *Where we make, what you wear, how we work* – and highlighted three strategic goals:

- By 2021, we will only work with suppliers that meet our new social and environmental performance standards.
- By 2022, all our product packaging will be plastic-free.
- By 2025, we will have at least one pilot eco-concept store or office space to inspire sustainable best practices across the industry

Where We Make

It's in our power to make sure that people working in the places we source from are safe and treated fairly. It's also in our power to reduce the stress we put on our planet. **By 2021, we will only work with suppliers that meet our new social and environmental performance standards.**

What You Wear

We never settle for the status quo. From raw materials to packaging, we are committed to creating quality products that push boundaries and inspire. **By 2022 all our product packaging will be plastic-free.**

How We Work

Our greatest chance to shape "What's Next" doesn't just lie in the products we make. It lies in our people and the places that make them happen. **By 2025, we will have at least one pilot eco-concept store or office space to inspire sustainable best practices across the industry.**

At the CHARLES & KEITH Group, 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 over to <https://www.charleskeithgroup.com/sustainability/> to find out "What's Next" for the future of fashion.

CHARLES & KEITH GROUP

Media Relations:

Corporate Communications

Phone: 65.6590.7729

Email: corporate.communications@charleskeith.com

Notes to Editors

About CHARLES & KEITH Group

CHARLES & KEITH Group owns two fashion brands – CHARLES & KEITH and PEDRO.

CHARLES & KEITH was founded in 1996 by fashion entrepreneurs, Charles and Keith Wong, with the vision to empower women around the world to express themselves through fashion. The brand pushes the boundaries of modern footwear and accessories by constantly reinventing fashion with its curated collections.

PEDRO was first launched in 2006 with a line of footwear for the modern working man. As the brand gained popularity, the women's line was launched in 2008 to provide fashionable accessories for the ladies as well. The brand's range of footwear and accessories exudes sophistication and an impeccable sense of style.

The Group is committed to customer satisfaction, a spirit of innovation and its mission of inspiring fashion. It continues to expand its presence in Asia Pacific, the Middle East and the United States with more than 600 stores worldwide. Its E-commerce websites – CHARLESKEITH.COM and PEDROSHOES.COM – deliver to more than 50 international destinations.