

# CHARLES & KEITH

## PRESS RELEASE

FOR IMMEDIATE RELEASE

### CHARLES & KEITH Officially Opens Its Highly-Anticipated Concept Store At Kaohsiung E Sky Mall

TAIWAN, 29 December 2021 – CHARLES & KEITH, the go-to label for accessible designs that are always on the cutting edge of fashion, is unveiling its new concept store at Kaohsiung E Sky Mall. This marks the brand's third concept store across the globe in the last quarter of 2021, with Hong Kong's Cityplaza boutique opening its doors in October and Malaysia's store opening at KLCC Mall in Kuala Lumpur, earlier this month.



Spanning over 302 square metres, the Kaohsiung boutique is the largest out of the eight stores in Taiwan and also the first in southern Taiwan. It embodies CHARLES & KEITH's 6<sup>th</sup> generation store concept with the introduction of gradual curves and fluid lines while retaining a minimal colour scheme to achieve a clean, pared-back and modern aesthetic. Lush greenery blankets the store with a sense of calm, with palm trees and subtropical plants transforming the space into an inviting oasis.



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It would be hard to miss the eye-catching light green corrugated display stands by the entrance, which were crafted from environmentally friendly recycled materials. The walls in the store also feature exquisite pleats that were inspired by traditional Taiwanese cement sandblasting techniques. The window display boasts furniture produced from locally manufactured and eco-friendly polycarbonate bricks, which is a nod to CHARLES & KEITH's high regard for local craftsmen and its commitment to sustainability.



From the textures of the interior to the visual presentation of the merchandise, the store is designed to provide a respite from the noise of the outside world. With a stripped-back interior, the beauty of the raw materials used takes centre stage. The sandblasted flute walls offer a textural contrast against the stainless-steel shelves that display the key products of the season; the irregular-shaped acrylic tables and plush velvet sofas in forest-green and navy blue exude understated luxury while creating a space for customers to lounge, slow down, and enjoy the process of browsing.

The new CHARLES & KEITH concept store at E Sky Mall is now open. Discover the Virtual Store Experience at the dedicated microsite [HERE](#).

@CharlesKeithOfficial / @CharlesKeith\_TW  
#CharlesKeith\_TW  
#ImWithCharlesKeith

# CHARLES & KEITH

## Store Address & Opening Hours:

CHARLES & KEITH E Sky Mall  
2F., No. 115, Dashun 1st Rd., Gushan Dist.,  
Kaohsiung City 804

## Opening hours:

*Monday to Thursday: 11:00 - 22:00*

*Friday: 11:00 - 22:30*

*Saturday: 10:30 - 22:30*

*Sunday: 10:30 - 22:00*

## Media Relations:

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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 jewellery.

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.