

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH'S FLORAL-THEMED SPRING 2022 CAMPAIGN STARS FIRST-EVER GLOBAL BRAND AMBASSADOR KRystal

SINGAPORE, 27 January 2022 – To ring in the new year, CHARLES & KEITH releases its Spring 2022 campaign, fronted by the brand's first-ever global brand ambassador, Krystal, revealing this season's fun, fresh styles in a dreamy, flower-filled wonderland.

A celebration of hope and new beginnings, the Spring 2022 collection is an enticing evocation of a sun-drenched garden. Spritely colours and enthralling florals inspired by the season are captured against a pastel backdrop that allows the brand's vibrant products to shine. Shot by Yoon Jiyong in Seoul, this marks Krystal's inaugural campaign with the brand since her appointment as its first global brand ambassador.

For the campaign, the starlet is whisked into an enchanted garden, where she channels cool-girl chic in monochrome outfits, paired with brightly coloured bags or shoes that perfectly contrast her wardrobe, and mirror her daily fashion sensibilities. "My favourite bag is the candy-hued Koa handbag — it has a very classic appeal in terms of shape and size, while the fresh green and orange tones inject a beautiful pop of colour to any outfit. Am also loving the 90s video game-inspired throwback with pixelated prints, I can see myself living in the floral print Alex tie-up sandals and garden style clogs the entire season," said Krystal.

With a stunning garden of Russelia and yellow Gerberas as her playground, Krystal totes this season's new must-have bag — the Koa — in fresh spring hues of green and orange. The bag references a distinctive retro silhouette with its timeless boxy shape and large clasp: a statement piece that Krystal reaches for when she wants to dress up her usual effortlessly stylish outfits. Other 2000s-inspired bags make their debut in the campaign, like the mini Aspen shoulder bag and sculptural top-handle hobo bag shrugged over Krystal's shoulder, injecting a burst of colour to her usual minimal and polished aesthetic.

The starlet is also captured lounging on plush couches amidst artfully strewn flowers, wearing the new CHARLES & KEITH footwear range: sandals, urban clogs and Mary Janes in the brand's cheery floral motif that captures the spirit of spring. The chunky Alex platform sandals with playful straps that wrap around the ankles are Krystal's go-to footwear for the warmer season, styled with dainty mini-dresses and button-down midis that are emblematic of her personal style — classic and chic.

The Spring 2022 collection will be available in stores and online from mid-February.

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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.