

CHARLES & KEITH

PRESS RELEASE

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CHARLES & KEITH'S SUMMER 2022 COLLECTION IS AN EXUBERANT EXPRESSION OF COLOUR

SINGAPORE, 31 March 2022 – A wide range of bright hues, expressing energy-boosting vitality and the celebration of life, are the bedrock of the CHARLES & KEITH Summer 2022 collection. An eclectic mix of influences run through the collection – much like the excitable fervour that warmer weather can bring – stemming from longings for an endless summer filled with sunny, indulgent vacations, and unhurried gatherings with loved ones. Playful beach sandals, avant-garde accessories, and day-to-night looks perfectly capture the intoxicating energy of the season.

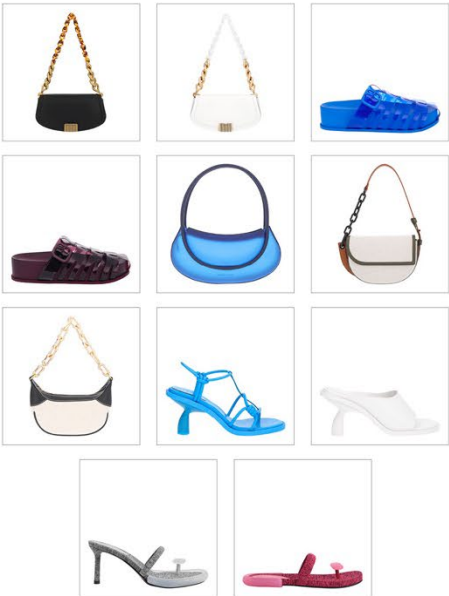
Daydreams of joyful reverie inspire the summer time Madison jelly styles, as the ever versatile clog silhouette enjoys an energetic refresh. Mood-boosting vibrant summer shades of ultramarine, tangerine and deep violet are paired with the cheeky jelly transparency to provide a nostalgic retro resort feel, designed for a perfect holiday getaway.

Summer-appropriate strappy sandals are given a cyber treatment with the Electra series, through rounded shapes with unexpected uppers and proportions. This sub-collection is a convergence of humanness and virtual reality: Rounded and tubular forms inspired by DNA strands and blood cells, are transformed into futuristic translucent detailing and welts in punchy hues of cobalt, magenta and grey referencing the aesthetic of trending digital art works. Cosy knit jersey that wraps the padded straps and foot beds are marled, reminiscent of white noise and static on digital screens.

A calmer colour palette – with the occasional smattering of electric blues and pinks – and soft materials used across the bag collection unite co-existing desires for comfort with exuberant expression. Unexpected detailing like a two-tone chain handle on this season's star, the Sonnet, gives its classic curved silhouette a sophisticated edge. From grocery runs to dinner dates, the versatile shoulder bag is the perfect grab-and-go accessory designed for the carefree, modern woman. The trend of moon-shaped shoulder bags extends to the Shalia and Alden styles that are available in summery versions. Crafted from flecked cotton canvas and accentuated with navy or olive details for an elegant contrast, the natural material evoking recollections of far-flung beach escapades. Their mini size are perfect for sitting snugly under the arm, secured with a gold-tone chain handle, or crossbody strap. Perhaps the most eye-catching of the lot, the playful graphic top-handle bag proves that the see-through bag trend is back from the sartorial sidelines just in time for the season. Its translucent, electric blue body in an organic oval shape echoes the bold and experimental fashion sensibilities that took over the 2000s.

The CHARLES & KEITH Summer 2022 collection will be available in stores and on CHARLESKEITH.COM from April 2022.

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Media Relations:

CHARLES & KEITH Global Press Office
Phone: +65 6590 7700
Email: PublicRelations@charleskeith.com

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 jewelry.

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.