

CHARLES & KEITH

PRESS RELEASE

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CHARLES & KEITH LAUNCHES ITS CAPSULE COLLECTION FOR THE LUNAR NEW YEAR
FEATURING A RANGE OF HEAT-REACTIVE BAGS AND SHOES

SINGAPORE, 11 January 2021 – To ring in the Lunar New Year, CHARLES & KEITH has specially created a capsule to celebrate the year of the Tiger. The collection captures the spirit of the Lunar New Year and celebrates the arrival of spring – inspiring optimism, a sense of new beginnings and hope for a roaring year.

In honour of the festive season, a refreshing tiger motif – a Chinese zodiac sign associated with courage and the element of wood – is illustrated against a backdrop of fiery red and royal blue, two main colours of the collection that symbolize vitality and longevity. The motif appears throughout the collection that features traditional-inspired Mary Janes, sandals, sneakers and nifty shoulder and cross body bags that make the perfect accessories for house visits. Not forgetting the little ones, sneakers and sandals in white or a golden yellow are emblazoned with an adorable tiger paw print on the straps, for the whole family to celebrate traditions and togetherness during the festive period.

Within the tiger monogram product range is a series of colour-changing bags and shoes. These jet-black pieces reveal the vibrant seasonal tiger print upon contact with anything above 30 degrees or when human touch is applied. Available in three silhouettes – the Antonia penny loafers, Hobo Shoulder Bag, and Double Pocket Long Crossbody Bag – the thermo-reactive body will gradually return to its original black colour when cooled, giving the products two distinct looks for greater style mileage.

Fans of the Gabine range will also be pleased to find the iterations of the iconic bag in a bright, auspicious vermilion. The saddle bag is available in the highly coveted full leather version, a chain-link envelope flap and mini cross body sling, the bags are the perfect accessory to ring in good fortune and prosperity for the coming year.

A romantic, pastoral tiger calligraphy pattern in burgundy or grey against a cream linen background provides a more feminine take on the Lunar New Year assortment. The delicate motif has been given a modern reinterpretation in lovely hues and evergreen silhouettes like clutches, top handles, shoulder bags and cross body variations that will work well most outfits.

For more pared down options, monochromatic pastel pink and ochre bags, clutches, and pumps are elegant options that can be worn beyond the festive season. Thoughtfully constructed bags featuring sleek, architectural silhouettes, and feminine lace slip on sandals and mules round up the festive capsule.

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The ubiquitous tiger motif seen in the collection is also translated into a series of Telegram and WeChat stickers with traditional Lunar New Year greetings for users to spread the spirit of the season with their family and loved ones.

The CHARLES & KEITH capsule collection for Lunar New Year 2022 is now available in stores and online.

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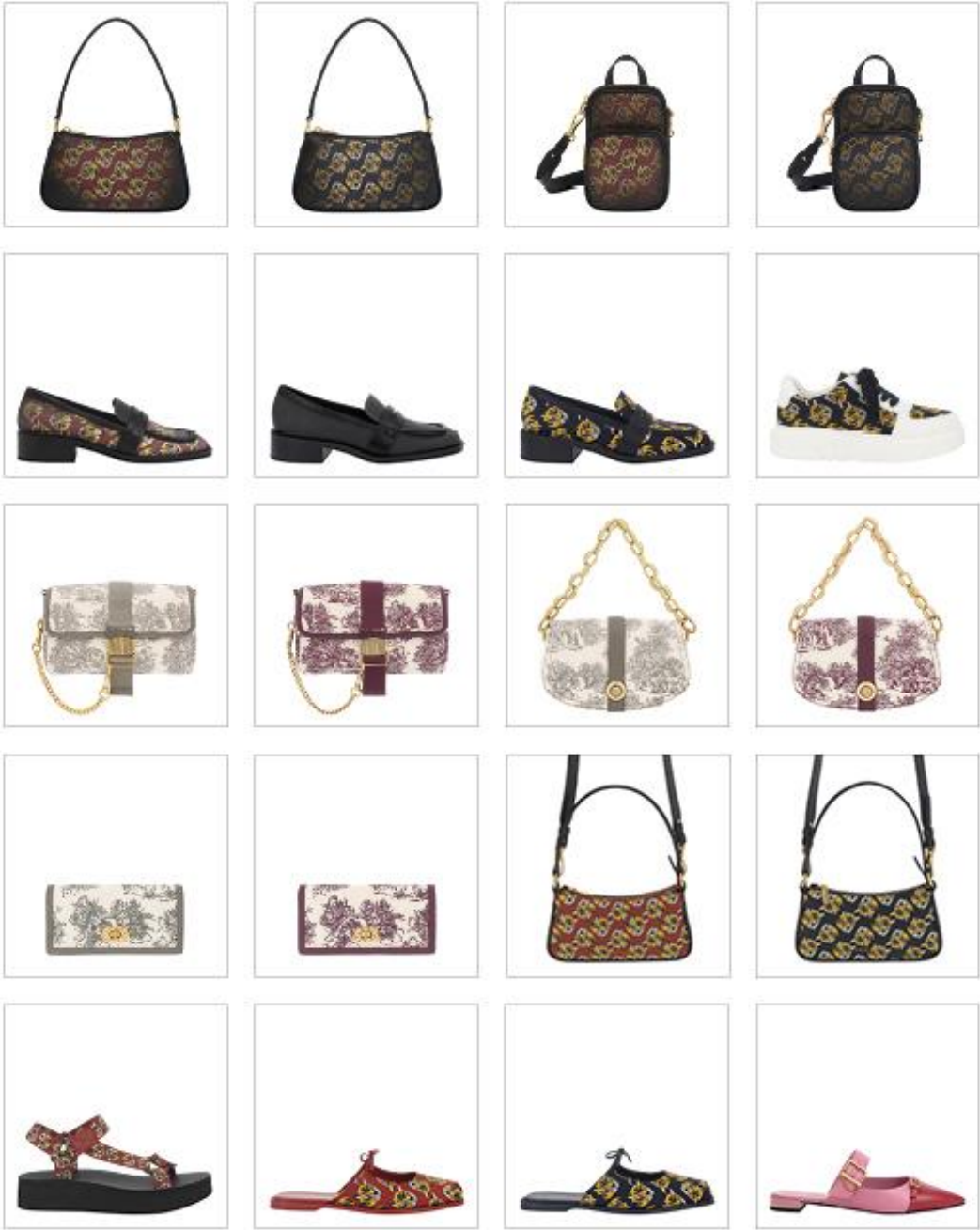
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About CHARLES & KEITH

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 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.