

# CHARLES & KEITH

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

### **CHARLES & KEITH Embraces Sustainability With An Exclusive Modern Collection Made With Recycled Materials**

To demonstrate its sustainability commitment, CHARLES & KEITH has launched an exclusive collection that celebrates the beauty of our natural world, highlights how waste recovery can be creative, and inspires us to think about our choices for the future. Incorporating both natural and recycled materials into a modern range of bags and shoes, it will delight conscious shoppers who are also fashion-savvy.

Showcased in a minimalist setting under natural daylight, the line-up of striking designs demonstrate the brand's efforts to promote a more sustainable lifestyle. Inspired by the following principles, it shows that style and sustainability can go hand-in-hand.

#### **Connect**

By embracing natural materials in our daily lives, we can connect with our planet and appreciate its beauty.

#### **Convert**

By converting unwanted materials into useful and beautiful products, we reduce our impact on the environment by cutting down demand on new resources.

#### **Consider**

By making more sustainable lifestyle choices – from choosing better products to using them for longer – we can do our part for the people and planet of today, as well as for later generations.

The main materials used to create this special sustainability-embracing collection are from recycled sources. For instance, recycled cotton from post-industrial material and recycled polyester from post-consumer PET bottles. Recycling not only helps to reduce waste and pollution, but also conserves natural resources and saves energy. In addition, efforts have also been made to incorporate renewable materials – such as raw undyed linen – to lighten our footprint.

Key pieces from the collection include bow-embellished slingback heels made with linen and recycled cotton, as well as open-toe flat sandals and a two-tone contrast bucket bag – both made from recycled PET bottles. They feature a striking '90s-inspired bandana print that stands

# CHARLES & KEITH

out and adds a trendy flair to these designs. In the spirit of looking beyond our generation, we have also included a kids' range, which consists of girlish ballet flats made from recycled PET bottles.

The unique bandana print that has a starring role in the collection is made up of 95% recycled polyester and 5% polyester, while the rustic beige linen used in several of the designs consists of 45% raw undyed linen, 35% recycled cotton and 20% cotton.

Our options and our choices are in perfect harmony when we can connect to beauty, convert the unwanted into something useful, and consider the steps that we can take for our generation and the next.

At CHARLES & KEITH, 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 [here](#) to find out "What's Next" for the future of fashion.

# CHARLES & KEITH

## **Media Relations:**

*CHARLES & KEITH Press Office*

Phone: 65.6590.7700

Email: [PublicRelations@charleskeith.com](mailto:PublicRelations@charleskeith.com)

## **Notes to Editors**

### **About CHARLES & KEITH**

Fashion entrepreneurs Charles Wong and Keith Wong founded CHARLES & KEITH in 1996 upon identifying the potential of footwear designs that cater to modern eastern women. CHARLES & KEITH is the go-to fashion destination for stylish urbanites, recognised for its desirable fashion and curated collections of relevant designs. With women as the central focus, the brand has developed a full-fledged line of footwear, bags, eyewear, accessories and costume jewellery. Guided by four brand values – Experimental, Desirable, Curated and Modern – the brand aims to celebrate and inspire women every day. Since 2004, CHARLES & KEITH has extended its retail presence beyond its brick-and-mortar stores with [CHARLESKEITH.COM](http://CHARLESKEITH.COM). The brand is now available throughout the United States of America, Asia Pacific, the United Kingdom and Europe.

CHARLES & KEITH is aware of the effect the fashion industry has on the environment and is conscious of its business impact. In 2019, as it expands into exciting new markets in Europe and the USA, and continues to grow in Asia, CHARLES & KEITH Group developed a robust sustainability strategy and formalised its commitment to shape fashion for the better. Better for those who make it, those who wear it, and the planet that makes it all possible.