

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH opens doors to its first concept store in Singapore at Tampines, featuring a centrepiece by Singaporean designer Studio Kallang

CHARLES & KEITH reveals facelift to its boutique at Tampines Mall, unveiling the first concept store in the island's east. The store is the latest in the brand's global network to reflect its 6th generation store concept and will feature an installation commissioned from Studio Kallang, a Singaporean furniture design outfit.

Keeping true to the brand's minimalist aesthetic, gradual curves and fluid lines are paired with a clean colour scheme that exudes a pared down, modern feel while injecting Singapore's vibrant personality with a one-of-a-kind centrepiece, *Teak Circus* – an ode to the island-city, which has long been regarded as a melting pot of cultures.

Unique to this 200 square metre store, the centrepiece was created by Faezah Shaharuddin of Studio Kallang as an homage to the food she grew up with. Drawing inspiration from Singapore's traditional vernacular, *Teak Circus* comprises 12 solid wood pedestals and two planters, the latter inspired by the vibrancy of local desserts in particular the burbur pulut hitam. Having grown up in Singapore, Faezah subconsciously injects a tinge of architectural facade into the pieces with the black and white ribbed detail on the pedestals reminiscent of black and white bamboo blinds that provide homeowners some respite from the sun.

Handcrafted in Indonesia using sungkai wood and teak, Faezah selected woods native to Southeast Asia to bring this natural element into a retail setting to add warmth. Towering fiddle fig plants are integrated into the display to pay homage to the Tempinis plant – a fig family plant – which Tampines got its name from.

"A functional installation composed of timeless, repeated forms in warm tones with slight variations to add visual drama and interest. My intention was to create a functional installation that's chic and understated, but also playful and fun. Modularity was also important to consider so that the piece could evolve over time," said Faezah.

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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. Aluminium shelves offer a textural contrast against the statement pleated feature walls that display the key products of the season. A cementitious paint that emulates warm limestone, homogenous stone tiles and stainless steel hairline finishings bring a touch of modernity and luminous serenity to the new concept store.

To provide customers with a curated experience, each section of the store communicates a story. From footwear and bags to lifestyle accessories, customers are encouraged to explore the diverse product selection and discover the latest trends while enjoy impeccable service at the concept store.

The new CHARLES & KEITH Tampines store is now open - head down to discover the store experience and the latest Fall 2022 collection.

CHARLES & KEITH

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Store Address & Opening Hours:

CHARLES & KEITH Tampines Mall

4 Tampines Central 5 #01-13/14 Singapore 529510

Opening hours: 11am - 10pm

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 progressive 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.