

CHARLES & KEITH

PRESS RELEASE

FOR IMMEDIATE RELEASE

CHARLES & KEITH SHINES A SPOTLIGHT ON SUSTAINABILITY WITH ITS PURPOSE CAPSULE

SINGAPORE, 31 August 2022 – CHARLES & KEITH is proud to launch its 2022 Purpose capsule, consciously crafted from sustainably sourced materials, in line with the brand's journey to circularity.

The collection re-visits the outdoors with a sense of femininity, with a colour palette centred on a range of neutrals with a pop of lilac and lime. Introducing, platformed boots and ribboned mules accented with an organic quilt pattern, finished off with recycled plastic outsoles. Hats, headbands and bags are tinged with a dramatic flair, featuring oversized handles and flower motifs inspired by nature. These quilted accessories make for a fashion-meets-technical hybrid that feels both practical and cool.

The delicately quilted body of the bag and shoes are consciously crafted from recycled polyester, and shoes are filled with eco-friendly standout of the collection: Kapok, for a down-like finish. A natural fibre found in the dried fruit of the Kapok tree native to the tropical rainforest, the fibre is a biodegradable and extremely sustainable material that saves a tremendous amount of water during production processes.

Alongside the Purpose Collection, the brand embraces the digital era, debuting its very first metahuman in the subsequent weeks, introducing – Cass – with a 3D experience that blurs the lines between the digital and physical world.

CHARLES & KEITH will work continuously to reduce the carbon footprint of our products to show how #CharlesKeithCares. Sustainably sourced products will come with a dedicated "Made With Sustainable Materials" tag, to assure the customers that they've helped reduce their impact on the environment.

The CHARLES & KEITH Purpose 2022 Collection will be available in stores and on CHARLESKEITH.COM from 6 September 2022.

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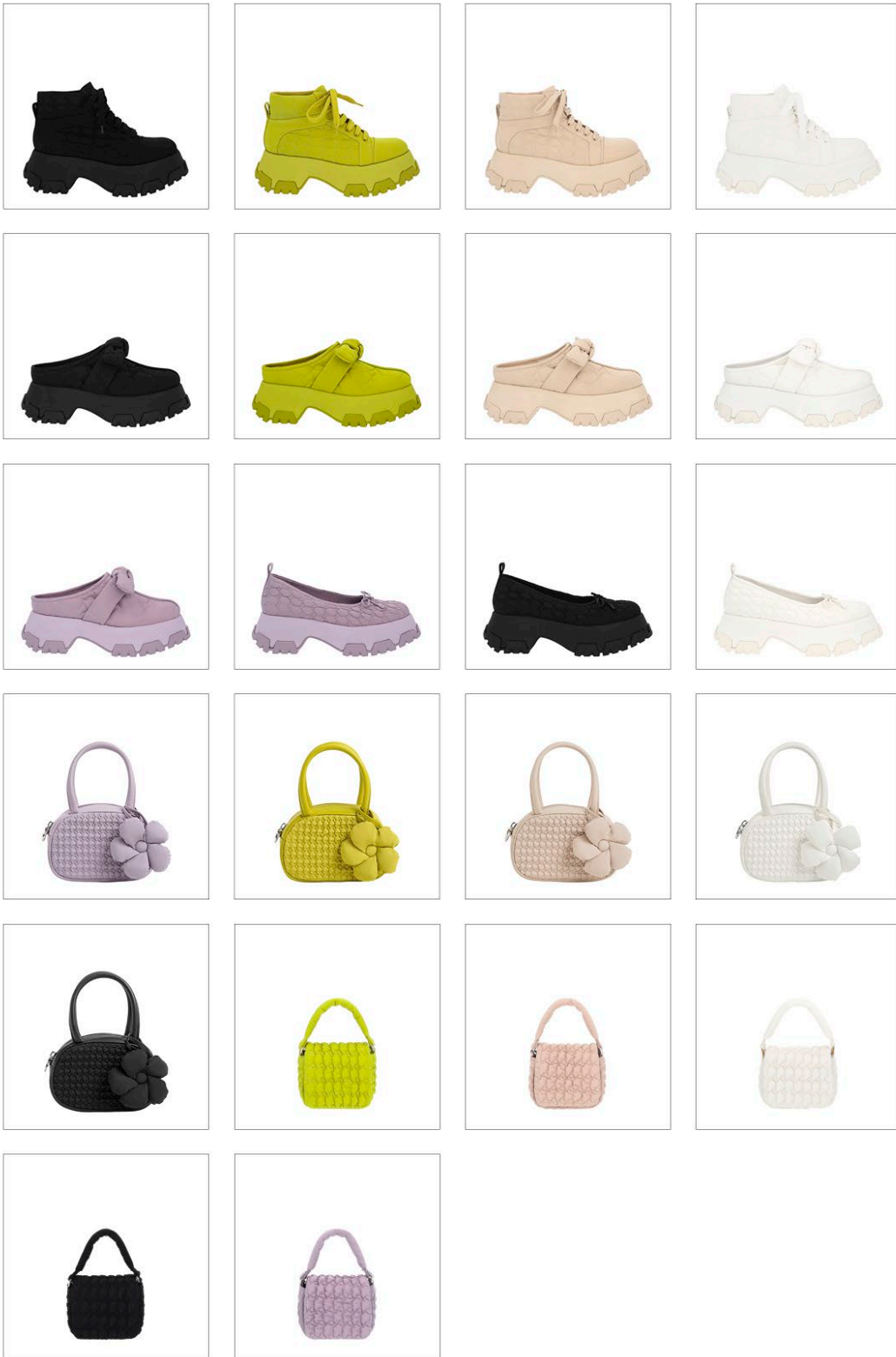
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About CHARLES & KEITH

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 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 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.

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