

CHARLES & KEITH

PRESS RELEASE

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CHARLES & KEITH Showcases its Fall 2022 Collection with Shoppable K-Drama Series, *MBTI Love*

SINGAPORE, 2 September 2022 – CHARLES & KEITH – the go-to label for stylish footwear, handbags and accessories – has partnered with popular YouTube channel, Dingo Story, to create a 3-episode original K drama series, *MBTI Love*, shining a spotlight on the brand's newest Fall 2022 collection.

Centered around 6 college students with distinct Myers-Briggs Type Indicator (MBTI) types – a personality test that has recently attained renewed interest amongst Gen Zs – *MBTI Love* follows Haram, Inwook, Byul, Jaewan, Woori and Junseo as they learn to make sense of life and navigate friendship and love through university, with quirky and memorable encounters along the way.

Spot this season's key pieces on the female characters: Episode 1 sees Haram dressed in the eye-catching Lula Patent Chunky Heel Pumps and Lula Patent Belted bag; Byul colour-coordinates her accessories in Episode 2 with the mustard-hued Frida Furry Kitten Heel Mules and Ridley Chain-Link Boxy bag; The series wraps up with Woori opting for iconic silhouettes like the Gabine Saddle bag crafted from genuine leather and the Perline Beaded Platform Loafers.

The episodes debut on Dingo Story's YouTube channel on 2nd, 5th and 7th September respectively. Fans of the brand can also binge watch and shop the series on

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[CHARLESKEITH.COM](https://charleskeith.com) from 12th September. The latter will launch in tandem with a personality quiz that will reveal which character from *MBTI Love* the viewer is most like, and participants can stand a chance to win the wardrobe from their quiz result.

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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 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.

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