

# CHARLES & KEITH

## PRESS RELEASE

### **Explore the coming together of CHARLES & KEITH and both for an exclusive capsule collection**

*SINGAPORE, 20 September 2022* – CHARLES & KEITH has teamed up with Paris-based independent footwear brand both – known for its unique use of rubber in its designs – to create an exclusive collection.

Centred around 90's punk vibes and urban-chic streetwear aesthetics, the collection takes a contemporary spin on the art of imperfection. Inspired by the ancient Japanese art form of Kintsugi – a traditional method of utilising gold to mend cracks in ceramics or to bind broken pieces together, a metaphor for embracing flaws and imperfections – the effect adopted here, reiterates the function of the accessories.

The collection is available in three colours: black, white, and a unique print featuring gold marble foil overlaid on a lemon-yellow background, specially designed by both.

Traditional Chelsea boot and chunky loafer silhouettes – iconic styles for CHARLES & KEITH – have been reimaged in a new form with both's experimental curved rubber soles. Grunge streetstyle-inspired platforms are added, distorting traditional perceptions and balancing on and off-duty wear – these sculptural silhouettes aren't dissimilar to styles that would have been spotted on youths frequenting Camden and Harajuku in the noughties. Seams on footwear are broken up and underlaid in gold or silver, and hammered metal toe-caps invoke an interplay between shattering societal norms.

Bags take on 90s-inspired silhouettes with a futuristic twist: Baguette shoulder bags are given chunky straps for a maximalist effect, while structured bucket bags feature a magnetic closure that folds over to create a sleek elliptical form. Removable charms and chains in a burnished finish play up the tropes of punk subculture, encouraging wearers to explore and express their individuality. A statement buckle, also seen on the loafers, wraps around the body of the bucket bag, imbuing utilitarianism with creativity to reiterate the new generation's style and identity.

“The blending of our brands' sensibilities was very natural. Innovation and experimentation form the backbone of our design ethos, and we have a strong collaborative spirit in our roots, as active players in the global creative circuit,” said Freddie Stevens, Design Director of CHARLES & KEITH. “With both's expertise and one-of-a-kind rubber technique, we tapped on each other's strengths to push the boundaries on design and translate this material into a contemporary collection we hope our wearers will love.”

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“We are always looking to capture the culture, mood and people of a certain period, and this collection is an ode to the transgressive spirit of punk, reflected in the youthful zeal of the new generation, who have challenged and redefined the boundaries of so many norms,” said both.

The CHARLES & KEITH x both collection will be available in selected CHARLES & KEITH boutiques, [www.charleskeith.com](http://www.charleskeith.com), and [both.com](http://both.com).

*@charleskeithofficial @bothparis #bothxCharlesKeith*

# CHARLES & KEITH

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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 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.

## **About both**

both is a Parisian-based independent footwear brand that fuses streamlined designs with a one-of-a-kind rubber technique, championing both innovative shoe design and a unique globalized branding and artistic approach. With an ever-evolving and contemporary artistic value and a freshened "east-meets-west" attitude at its roots, both extends its footprint across the globe and continues to engage with an interconnected global audience while launching collaboration projects.

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