

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH unveils its first-ever NFT, Imaginary You, with both and Unreal.Zoe

SINGAPORE, 4 October 2022 – CHARLES & KEITH's foray into the non-fungible token (NFT) scene sees it dropping its first animated NFT with this three-way collaboration inspired by unexpected surprises in ordinary places, highlighting pieces from the both x CHARLES & KEITH collection.

Imaginary You by both x CHARLES & KEITH was dreamed up to showcase the collection in a fantastical world created by pure imagination. Unreal.Zoe totes the Jules Leather Chain-Embellished Bag and traverses through a futuristic, analogue environment in the Jules Leather Chelsea Boots – destination unknown. The result is familiar yet unexpected, natural yet simulated.

Only one exclusive NFT will be up for auction and the winning bidder will also receive a set of both x CHARLES & KEITH shoes and bag of their choice, and a set of exclusive collaboration collectibles in real life. The owner of the NFT will also have priority of Whitelist for the next NFT drop from CHARLES & KEITH, and exclusive previews of the brand's upcoming exciting collaborations.

Imaginary You by both x CHARLES & KEITH will be up for auction exclusively on Magic Eden, the leading community-centric marketplace, from 4-10 October 2022, ahead of the official launch of the collection on 7 October 2022 on CHARLESKEITH.COM and in selected stores.

#bothxCharlesKeith
#MetaCharlesKeith

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 Magic Eden

Magic Eden is the leading community-centric NFT marketplace driving the next billion users to Web3. Led by former crypto, tech, and hospitality leaders, Magic Eden is building a user-friendly platform powered by market-leading minting and trading solutions. Magic Eden brings dynamic cultural moments onto the blockchain, empowering users across thousands of digital communities to create, discover and collect unique NFTs. For more information, please visit www.magiceden.io.