

# CHARLES & KEITH

## PRESS RELEASE

### ITZY and CHARLES & KEITH Drop Limited Edition ITZ MINE Collection

*SINGAPORE, 6 October 2022* – CHARLES & KEITH – the go-to label for stylish footwear, handbags and accessories – embraces the bright and bold with its sprightly ITZ MINE capsule collection, created in collaboration with the brand's newest global brand ambassadors ITZY.

ITZY brings their superstar looks to fans' closets, putting their own personal touch on the brand's signature styles, with each shoe and bag coming with ITZY's logo in a tone-on-tone metal stamp. CHARLES & KEITH's iconic Gabine is reimaged this season in a new hobo silhouette with a buckle closure. The crescent-shaped bag comes in some of ITZY's favourite seasonal colours and pattern like cobalt, green, dark moss, pastel pink, and a bold cow print. One of the brand's most well-loved shoe styles – the penny loafers – are given chunky ridged soles for an extra boost of height. The preppy-chic Rainier style is available in soft neutrals and pastels as well as pops of bright hues.

"We're so excited to present our first ever collection, inspired by vibrant connections between us and our fans, and we hope that everyone will love it as much as we do!" said ITZY.

The campaign is inspired by the beauty of connection: to one-self, the intimate relationship they have with each other, and the bond with their fans. Bright colours employed throughout the visuals are a celebration of their friendship and unique identities.

The ITZY capsule will launch on 20 October 2022 in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com).

# 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.

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