

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH kicks off the World Cup season with a football-inspired capsule

SINGAPORE, 16 November 2022 – CHARLES & KEITH puts its own spin on athleisure with a capsule of football-inspired accessories for fans to get game-day ready with some fashionable pieces this World Cup season.

The collection includes classic low-top sneakers with a sporty colour-block design, complemented by a hexagonal pattern that bears a striking resemblance to the football's distinctive texture. The same pattern can be found on a pair of casual slide sandals, adding visual interest and a stylish tactility that elevates the design.

Bowling bags are back from the Y2K era, and they get a special shoutout in this collection. They feature the same hexagonal pattern that will allow fans to coordinate their accessories effortlessly for a refined and polished look. The roomy tote bag with a fun scribble print will come in handy, be it packing essentials for a match or necessities for a busy day. The multi-pouch crossbody bag, with its chic utilitarian aesthetic and easy elegance, is a perfect style companion for casual weekends.

The new collection now available 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.