

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH opens relocated store in Takashimaya Shopping Centre, the first in the world with a personalisation bar

SINGAPORE, 23 December 2022 – CHARLES & KEITH unveils its refreshed boutique in Takashimaya Shopping Centre, Ngee Ann City at a bigger and new location. The outlet boasts the brand's first ever in-store personalisation service, where customers can have bags embroidered by an artisan.

The new 233 square meter store is the largest CHARLES & KEITH's boutique in Singapore to feature its latest 6th generation store concept. Keeping true to the brand's minimalist aesthetic, gradual curves and fluid lines are paired with a clean colour scheme that exudes a pared down, modern feel. From the textures of the interior, to the presentation of the merchandise, the brand's intent was to create a space that allows for raw beauty to shine.

Taking a literal approach towards the expression of raw beauty, a set of rock inspired feature tables stands in the space as the focal point. Representing time and stability, the craggy textures create a stark contrast against the minimalistic interior. Stainless steel is employed throughout the store: metal hairline finishings create visual juxtaposition against the rest of the interior, and stainless-steel fluted panels that frame the store's façade form a dramatic entrance. A cementitious finish is applied to fixtures, emulating warm limestone to reflect a contemporary perspective of simplicity and sophistication.

Carved out to provide a respite from the noise of the outside world, notes of green byway of tropical plants and lush couches inject a touch of life into the cocoon-like space. Customers are invited to have an unhurried and personal experience exploring the diverse product selection at the store, and focus on experimenting with their own individual style while enjoy impeccable service at the concept store.

Customers can enjoy the exclusive personalisation service from the in-house artisan, which encourages them to express themselves by embroidering their names – and even CHARLES & KEITH icons and festive designs – on recycled polyester totes or dust bags. This service not only celebrates the spirit of creativity and individuality, but also provides an added personal touch to create more meaning to gifting.

Discover the new store experience and shop CHARLES & KEITH's new collections at the Takashimaya Shopping Centre, Ngee Ann City store.

CHARLES & KEITH

Media Relations:

CHARLES & KEITH Global Press Office
Phone: +65 6590 7700
Email: PublicRelations@charleskeith.com

Store Address:

Takashimaya Shopping Centre, Ngee Ann City
391 Orchard Road #B1-25/26 Singapore 238872
Open daily: 10.00am - 9.30pm

Personalisation price list:

- Recycled polyester tote: SGD 15.90
- Recycled polyester shoe dust bag: from SGD 4.90
- Recycled polyester bag dust bag: free with every purchase of a bag
- Alphabet/Number/Symbol: SGD 6 each (up to 10 characters, including spacing)
- Iconic designs: from SGD 8 each

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 jewellery.

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.