

# CHARLES & KEITH

## PRESS RELEASE

CHARLES & KEITH's Valentine's Day 2023 collection  
is a fantastical rose-tinted dream

*SINGAPORE, 30 January 2023* – This Valentine's Day, CHARLES & KEITH releases a capsule collection that celebrates the season of love by shining a spotlight on elements that make up the moment – think feminine florals, heart motifs, and lots of pink. Inspired by the euphoric highs of love, the campaign transports the viewer into an imaginary dreamscape of romantic pink and red hues, like looking at life through rose-tinted glasses.

Wear your heart on your sleeve – or shoes – with whimsical strappy heels and slingback pumps featuring a frosted heart heel, mimicking the ethereal quality of the campaign. Pair these with the matching caged bucket bag embellished with heart charms for a surreal and statement-making look.

Love takes centre stage, with romantic mesh floral appliques in dreamy blush and light blue blooming on shoes and bags. Platforms sandals and loafers are presented with matching socks for a style statement that feels fresh and of-the-moment, and slingbacks for a more feminine take. Top handle bags are also punctuated by floral detailing that emulate the texture of real flowers, amplifying the romantic sentiment and delicate aesthetic of the collection.

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In celebration of Valentine's Day, CHARLES & KEITH is dropping 14 exclusive NFTs inspired by the collection. From 8-14 February 2023, simply post any CHARLES & KEITH Valentine's Day gift on Instagram story through @CharlesKeithOfficial's 'Add Yours' sticker function, and tag @CharlesKeithOfficial while including these hashtags: #ImWithCharlesKeith #CharlesKeithCelebrates #MetaCharlesKeith. The story will be pinned on the brand's Instagram page, and lucky winners will win an NFT - inspired by the Heart Motif Caged Bucket bag from the same collection - engraved with their initials for their keepsake.

The new CHARLES & KEITH Valentine's Day capsule collection is now available in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com).

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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.