

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH 將在國際婦女節推出 Alia 花之精靈特別版，響應聯合國婦女署性別平等企劃

新加坡，2023 年 2 月 23 日——為了響應由聯合國婦女署提倡的「透過故事傳遞性別平權」的理念，並實踐品牌致力於女性賦權、打造更有包容性的社會的承諾，CHARLES & KEITH 很榮幸能與全球女性一同歡慶國際婦女節的到來。

CHARLES & KEITH 將在今年國際婦女節推出經典人氣 Alia 鍊條包的限定色號，並著手為性別平權企劃籌措資金。

象徵公平、公義與尊嚴，紫色不單是當代女權運動的標誌色彩，更傳遞出女性溫柔優雅的氣質。本次品牌推出的限定色號薰衣草紫 Alia 花之精靈鍊條包，自 2 月 23 日起將於門市與官網販售。

CHARLES & KEITH 相信透過故事可以充分傳遞正向且平等的性別規範，我們希望藉由與非營利組織聯合國婦女署合作，支持亞太地區女性的平權運動，讓更多女性的聲音得以被聽見。本次企劃所推出的 Alia 花之精靈鍊條包，CHARLES & KEITH 將捐助 20% 的收益給聯合國婦女署相關團體（Storytelling for Gender Equality），協助在各區域建立一個由女性來分享故事的網絡，使受到暴力侵害的女性擁有自由發言的環境並分享經歷。藉由這些更加貼近該地情境的真實故事分享，不僅能提高公民對歧視的認識，也有助激發、改善正向的社會規範。

聯合國婦女署亞太區辦事處消除女性暴力區經理 Melissa Alvarado 表示：「比起文化，說故事更能讓人們感同身受而相互聯繫。故事使我們能探索一些可能被隱藏或汙名化的主題或焦點，包含女性受暴經歷。藉由說故事的方式講述該區婦女和女童的真實情況，可以為社會變革提供且更有效傳遞資訊，從挑戰主流敘事、多元化觀點到加強社區意識——最終得以開啟改變政策的大門。」

「根據聯合國婦女署本身對國際婦女節運動的方針，即關注創新和技術來促進性別平等，這項企劃將直接支持女性與女童在數位空間的權利，並解決因網路及資訊科技助長的性別暴力行為。我們相信讓女性參與科技會激發更具創造力的解決方案，並有更大的潛能尋出可以滿足女性需求及促進性別平等的方式。」Melissa 補充說明。

今年國際婦女節，CHARLES & KEITH 特地邀請數位來自不同地區的辦公室同仁齊聚一堂，並分享他們對「平等」的見解。其中有位令人驚喜的嘉賓，TikTok 內容創作者，同時也是品牌親善大使的 Zoe Gabriel。

CHARLES & KEITH

CHARLES & KEITH 希望通過國際婦女節的活動及努力，創造有意義的對話、提升大眾對歧視的認識，並積極採取措施建設一個公平、平等的社會。

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INTERNATIONAL WOMEN'S DAY

Every person has their own colour.
Embracing & celebrating the differences can
help us learn how to support one another better.
This International Women's Day,
#EmbraceEquity to your own way! ♡
Cecilia Park / Digital Marketing Associate

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#CharlesKeithCare #W2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

International Women's Day is a
time to address and celebrate women.
Celebrating equity also means recognizing
and valuing the diverse experiences
of women from different backgrounds
and generations. As a woman of color
and graduate entrepreneur in the
e-commerce space, I feel proud to be
part of a generation that is breaking
down barriers and making its mark
around the world. Happy International Women's Day!
Leela Sarma (Digital Marketing)

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#CharlesKeithCare #W2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

In trying times, we turn to our female allies
for support. Women have overcome countless
adversities by bonding together and consolidating
resources for one another.

Today, let us remind ourselves that our
differences do not separate us. Stand up for the
women in your lives to build solidarity. Let us
continue to rally for each other, alongside
other families and our allies.

AJitha Devi, Asst. Mgr. #

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INTERNATIONAL WOMEN'S DAY

Women are like flowers: our
minds and hearts to grow vast
and always elegant, our love to bloom.
We are like friends of puppy and
sake of wine - diverse and kind
in our differences, beautiful in
our own ways.
This International Women's Day,
let us celebrate what contributions
we all celebrate equality through
equity. We may forever do.
see you soon

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INTERNATIONAL WOMEN'S DAY

The death of someone starts today.
As we celebrate the strength and intelligence
of the women in our lives, let us learn to embrace
gender role, and gather everyone to embrace equity.
We should reduce positions of power and
give women more opportunities to be seen
and heard. All the hopes in my life are
women. Happy International Women's Day!

Shanku, Marketing

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INTERNATIONAL WOMEN'S DAY

Women have always been my
biggest inspiration. As the struggles
women face require great strength
and perseverance. This year,
we celebrate equity and how far
women have come in the fight
for their rights. To all the diverse
women in the world, Happy
International Women's Day!

Hughes, Creative

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INTERNATIONAL WOMEN'S DAY

AS A WIFE, MOTHER, AND LEADER,
I AM DEVOTED TO CHANGING SYSTEMIC
BIASES AND EMPOWERING FUTURE
WOMEN LEADERSHIP. I BELIEVE WE
CAN BUILD A BETTER WORLD TOGETHER
WHERE EVERY INDIVIDUAL IS VALUED,
RESPECTED, AND HAS AN EQUAL
OPPORTUNITY TO SUCCEED!

Ashley Keith, Experience Manager

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INTERNATIONAL WOMEN'S DAY

Women, I see each of you
with your personal struggles that are so visible to
the world yet, know that you are not alone in the fight.
The rest is ready to ally to make "behind the scenes"
of our everyday lives. We are ready to create equal
opportunities for everyone. Women has no longer be
undervalued and discriminated because of our background,
identity, or even disability.

Isabel, model

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INTERNATIONAL WOMEN'S DAY

In honor of International Women's Day,
we celebrate how far we have come. The movements
that remarkable women have led us to, awareness
and equitable change - so that we can have an
equal standing socially, economically, culturally,
and politically - over the past decades have resulted
in incredible progress. However, there is still
plenty of work to be done as gender is an
ongoing process.

Natalia, Senior Admin Asst (CSOP)

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關於 CHARLES & KEITH

CHARLES & KEITH 是都會女性的首選時尚品牌，以其貼切設計的精選系列聞名。該品牌由企業家 Charles Wong 和 Keith Wong 於 1996 年創立，旨在通過多樣化和潮流感的鞋類設計激發時尚前衛女性的自信，我們的品牌已發展成熟，全系列提供鞋類、包款、眼鏡、配件和首飾。

CHARLES & KEITH 以其四個品牌價值——實驗性、理想性、策劃性和現代性——為基礎，旨在歡慶和激勵女性。CHARLESKEITH.COM 在全球擁有 600 多家實體店，品牌的影響力深及美國、亞太和歐洲地區。

About UN Women

隸屬聯合國且致力於推動性別平權及女性賦權運動的實體單位。成立婦女署的初衷是為了加快實現性別平等的願景並滿足全球女性需求，同時也是全球女性與女童運動的推動者。