

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH launches special edition bag in support of Gender Equality
project by UN Women for International Women's Day

SINGAPORE, 23 February 2023 – CHARLES & KEITH is proud to celebrate International Women's Day by supporting UN Women's *Storytelling for Gender Equality*, reinforcing the brand's commitment to empower women and forge an inclusive world.

CHARLES & KEITH is embarking on a mission to raise funds for the programme, with the launch of a special-coloured edition of one of its best-selling handbag styles: The Alia.

The bag, available within a selected physical retail network and on CHARLESKEITH.COM from 23 February, comes in a purple hue – the colour historically linked with efforts to achieve gender equality and widely associated with contemporary feminism.

CHARLES & KEITH believes that storytelling is a powerful tool for advocacy as well as promoting equality and positive gender norms. The brand hopes to support the amplification of women's voices within the Asia-Pacific region through the partnership with non-profit organisation, UN Women. To demonstrate its commitment to the cause, CHARLES & KEITH has pledged a USD 100,000 donation, including 20% of all proceeds from this special edition handbag design, to fund *Storytelling for Gender Equality*. The project aims to build a network of women storytelling advocates around the region and bring their stories closer to a diversity of audiences to inspire positive social norms, policies to tackle violence, and create an environment in which survivors of violence against women feel free to speak up about their experiences.

"Storytelling transcends cultures, allowing people to connect with each other through shared experiences. Stories allow us to explore themes and topics that may otherwise be hidden or stigmatized, including women's experiences with violence. Storytelling about the realities of women and girls across the region informs and amplifies advocacy for social change, by challenging mainstream narratives, diversifying perspectives, and strengthening a sense of community - ultimately, opening the door for changing policies," Melissa Alvarado, Regional Manager on Ending Violence against Women, UN Women Regional Office for Asia and the Pacific.

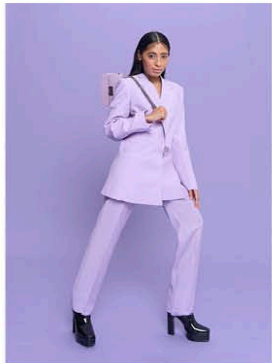
CHARLES & KEITH

"In line with UN Women's own direction for the IWD moment which focuses on innovation and technology for gender equality, this project will directly support the rights of women and girls in digital spaces and address online and ICT-facilitated gender-based violence. It is also our belief that bringing women into technology results in more creative solutions and has greater potential for innovations that meet women's needs and promote gender equality," she added.

This year's International Women's Day brand campaign is fronted by in-house talents from various market offices – who gathered to share what equity means to them. They were joined by a special addition to the CHARLES & KEITH family: TikTok content creator and brand community ambassador, Zoe Gabriel.

With the concerted efforts around International Women's Day, CHARLES & KEITH hopes to create meaningful conversations, raise awareness on discrimination, and actively taking steps towards building a fair and equal society.

CHARLES & KEITH



CHARLES & KEITH

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

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

*International Women's Day is a
time to address and expand women's
leadership equity and women's equality
and realize the same opportunities
of women from different backgrounds
and generations. As a woman of color
and gender nonconformity in the
21st century, I feel proud to be the
goal of a generation that is standing
down barriers and making us feel
proud to be a singular female.
Happy International Women's Day!*

Leah Garcia (Digital Marketing)

CHARLES & KEITH
#CharlesKeithCare #WID2023 #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.*

AJha Jane, Aujje, Model

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

*Women are like flowers: our
minds and minds to grow vast
and always elegant, our hearts to bloom.*

*We are like friends of puppy and
sake of love - diverse and kind
in our differences, beautiful in
our own ways.*

*Each International Women's Day,
let us celebrate what contributions
let us celebrate equality through
equity. We may forever do.*

see you

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

*The dawn of tomorrow 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!*

Shahin, Marketing

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

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!*

Angela, Creative

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

*AS A WIFE, MOTHER, AND LEADER,
I AM DEVOTED TO CHANGING SYSTEMIC
BIASES AND ENHANCING POSITIVE
COMMUNITY ENGAGEMENT. I BELIEVE WE
CAN BUILD A BETTER WORLD TOGETHER
WHERE EVERY INDIVIDUAL IS VALUED,
RESPECTED, AND HAS AN EQUAL
OPPORTUNITY TO THRIVE!*

Ashley, Retail Experience Manager

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

INTERNATIONAL WOMEN'S DAY

*Women, I see each of you
with your personal struggles that are so visible to
the world eye. Know that you are not alone in the fight.
The rest is ready to ally to make achieving the center
of our equality line. We are ready to create equal
opportunities for everyone. Women has no longer be
unrepresented and discriminated because of our background,
identity, or even disability.*

Isabel, model

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

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 voice awareness
and generate 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)

CHARLES & KEITH
#CharlesKeithCare #WID2023 #EmbraceEquity

CHARLES & KEITH

Media Relations:

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: PublicRelations@charleskeith.com

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.

About UN Women

UN Women is the United Nations entity dedicated to gender equality and the empowerment of women. A global champion for women and girls, UN Women was established to accelerate progress on meeting their needs worldwide.