

# CHARLES & KEITH

## PRESS RELEASE

### **CHARLES & KEITH's latest Spring 2023 campaign stars global brand ambassador ITZY**



*SINGAPORE, 7 February 2023* – CHARLES & KEITH releases its latest campaign with global brand ambassador ITZY, with the starlets fronting their Spring 2023 campaign that draws inspiration from the concept of play.

Photographed by Hee June Kim in Seoul, the campaign plays with dopamine dressing where ITZY experiments with different moods, going from street-style cool to donning spontaneous and whimsical outfits that complement the collection's footwear and bags. Reflecting the youthful attitude and vibrant personalities of the starlets, the campaign is a nostalgic throwback to some of our favourite childhood playthings and the simple joys of playing dress-up.

ITZY channels cool-girl chic while toting this season's new must-have style, the Petra Curved Shoulder Bag. An ultra-trendy take on the mini bag resurgence, the Petra adds a sense of street-cool to any outfit while retaining the playful charm of compact toys of the past. Set against a backdrop of inflatables, ITZY colour blocks their outfits, pairing playful chunky heeled platform sandals and D'Orsay platform pumps with candy-coloured pink and blue tubular hobo bags, which are extra pillowy for a stylish tactility. They also strike the perfect balance between work and play, by dressing the contemporary Vita square-toe slingback pumps in bright green and sunny yellow with athleisure looks. Dressier shoes are given a playful and feminine touch: D'Orsay pumps and stiletto heel mules in the Gabine range are finished off in patent leather for a romantic charm. The beloved Koa bag is back in pink, turquoise, cyan, and burgundy, and ITZY mix and match this statement piece with

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micro versions for a playful touch that shows off their fashion sensibilities.

The new CHARLES & KEITH Spring 2023 collection will be available in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com) from February 2023.

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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.