

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH enters The Sandbox, opening doors to the first-ever CHARLESKEITHHAUS that offers quests and K-Pop concert performances by APOKI

SINGAPORE, 9 March 2023 – CHARLES & KEITH expands its presence in the metaverse by opening the doors to its virtual world, CHARLESKEITHHAUS, on virtual real estate platform *The Sandbox* from 13 to 27 March 2023.

Modelled after the Spring Summer 2023 campaign – State of Play – CHARLESKEITHHAUS offers an immersive and entertaining way to experience the brand's universe. Every detail in the house is curated to reflect the spirit of the new collection: from a curation of fun Spring Summer 2023 styles, to the colour palette of the domain, and even an NFT gallery showcasing recently released artworks. All of these elements come together to encourage experimentation and foster a community of fashion lovers.

Inviting exploration, guests can look forward to in-game quests like quizzes, parkour challenges, and locating a secret room to redeem a digital wearable of this season's must-have bag, the Petra Curved Shoulder Bag. There will also be a special guest appearance at the CHARLESKEITHHAUS – virtual K-Pop artiste APOKI is throwing a rooftop party and all are invited. A pioneer in the virtual K-Pop scene, APOKI is dressed in the new collection and will play some of her hit singles. The rooftop will also feature a runway where visitors can see the new collection in "real" time.

Come and explore the CHARLESKEITHHAUS, which will launch on *The Sandbox* on 13 March 2023 globally. A selection of digital wearables of the Spring Summer 2023 collection will also be available for purchase, which guests will be able to wear in *The Sandbox* to show off their bond with the community.

CHARLES & KEITH

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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 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 The Sandbox

The Sandbox, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having partnered with major brands including Warner Music Group, Ubisoft, The Rabbids, Cut the Rope, Tony Hawk, Gucci Vault, The Walking Dead, Invincible, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, SM Entertainment, The Smurfs, Care Bears, and Atari. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, *The Sandbox* metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit www.sandbox.game and follow the regular updates on [Twitter](#), [Medium](#), and [Discord](#).

Find more information on The Sandbox on our Medium page:

<https://medium.com/sandbox-game>

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Message us on Telegram: <https://t.me/sandboxgame>

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