

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH marks 5th anniversary in Hong Kong with new Fashion Walk flagship

HONG KONG, 20 January 2023 – CHARLES & KEITH – the go-to label for footwear, handbags and accessories that are on the cutting edge of fashion – marks its 5th anniversary in Hong Kong with the opening of its latest global flagship store. Unveiled at Fashion Walk on 17 January 2023, this opening deepens the brand's retail presence – as its tenth store and second flagship – in the market.

Situated in one of the island's most iconic districts, Causeway Bay, the new 150 square meter boutique reflects the brand's new 6th generation store concept – the first of which debuted in Cityplaza in 2021. Overlooking the vibrant shopping row, the store is designed to invite in natural daylight and opens out to the street to breathe its distinctive energy. Its sprawling duplex façade features luminous panels that light up at night to enrich the three-dimensionality of the façade and bathe the space in a warm glow – inspired by the city that never sleeps, where East meets West and modern meets traditional. Incisions into the entrance and window displays visually connect the interior space with the walkway, inviting visitors to enter.

The retail space keeps true to the brand's minimalist aesthetic, where gradual curves and fluid lines are paired with a clean colour scheme that exudes a pared down, modern feel. From the textures of the interior to the presentation of the merchandise, the brand's intent was to create a space that allows for raw beauty to shine. Carved out to provide a respite from the noise of the outside world, notes of fresh plants and lush couches inject a touch of life into the cocoon-like space. A stainless-steel hairline finish creates a striking contrast against the rest of the interior, while a cementitious finish applied to fixtures, emulates warm limestone, reflecting a contemporary perspective of simplicity and sophistication.

From footwear and bags to lifestyle accessories, customers are invited to have an unhurried and personal experience exploring the diverse product selection at the store, and focus on experimenting with their own individual style while enjoy impeccable service at the flagship.

The Fashion Walk store will house the Hong Kong SS23 exclusive series, *Strike a Chord*. Inspired by the colourful and vibrant youth of the city, the collection features a bold black or lilac trimming that is contrasted against a houndstooth canvas body, a print that is nostalgic yet in-trend – a sensibility that resonates with the Gen Zs who often reinterpret old trends to make them uniquely theirs. Available across a slew of structured totes, top handle bags, boxy bags and

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phone pouches, the collection has many options for the city girl who is always out and about.

The new CHARLES & KEITH store at Fashion Walk opens its doors on 17 January 2023. Discover the store experience and the new Spring 2023 and Strike a Chord collections first-hand.

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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.