

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH shines a spotlight on the Vita slingback pumps



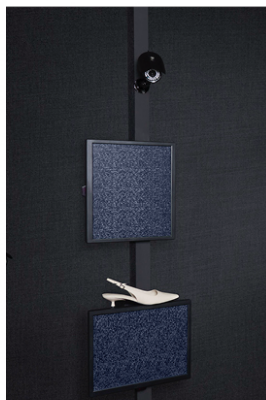
SINGAPORE, 23 March 2023 – This spring, CHARLES & KEITH shines a spotlight on the chic Vita Slingback Pumps, a fun yet reliable style that is versatile enough for both work and leisure.

The campaign is set in four showscapes that highlight the striking colours – from timeless neutrals to bright hues – of the collection to create a theatrical space for the kitten heel slingback to get the limelight it deserves.

Available in evergreen neutral shades – creamy chalk and lustrous black – the Vita pumps are truly match-all shoes that will shine whether they are paired with casual or dressy looks. The Vita Slingback Pumps are also given unexpected washes of colour to inject zesty cheer into a spring outfit. Create workwear looks that are both professional and fashionable by accessorising sharp tailored pieces with the pumps in lemon yellow and forest green. With their clean lines and minimalist design, these shoes are understated enough for the office, and would look just as appropriate at an after-hours party.

The new Vita Slingback Pumps are now available in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com).

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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.