

# CHARLES & KEITH

## PRESS RELEASE

### ITZY visits CHARLES & KEITH's newest flagship in Fashion Walk Hong Kong



*HONG KONG, 10 March 2023* – CHARLES & KEITH welcomes global brand ambassador ITZY to Hong Kong to visit their newest global flagship store in the bustling shopping row of Fashion Walk on 9 March 2023. Unveiled this January, the boutique is the tenth store and second flagship in the market.

ITZY, in the midst of their first ever <CHECKMATE> world tour, brought their superstar presence and graced the flagship all decked out in the Spring 2023 collection. ITZY totes this season's new must-have style, the Petra curved shoulder bag which is an ultra-trendy take on the mini bag resurgence, adding a sense of street-cool to any outfit while retaining the playful charm of compact toys of the past. Inspired by classic '00s styles, the Petra taps into the mini shoulder bag silhouette and eye-catching hardware detailing that the fashion crowd are loving right now.

To welcome ITZY to the city, iconic “Ding Ding” trams and giant LED screens on the exterior of SOGO Causeway Bay are taken over by the brand's Spring 2023 campaign images featuring the starlets.

Discover the store experience and the new Spring 2023 collection first-hand at CHARLES & KEITH Fashion Walk and [CHARLESKEITH.COM](https://www.charleskeith.com).

#### **Shop Address**

Fashion Walk, Shop 1 G/F 11-19 Great George St. & 27-47 Paterson St., Causeway Bay

@CharlesKeithOfficial

@CharlesKeith\_HK

#ITZYxCharlesKeith

#CharlesKeithSS23

#CharlesKeith\_HK

# 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.