

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH supports Singapore Red Cross' relief efforts in Türkiye and Syria

SINGAPORE, 10 April 2023 - In response to the emergency following the earthquake in southern Türkiye and northern Syria, CHARLES & KEITH is supporting Singapore Red Cross' relief efforts by donating all proceeds from the sales of a special bracelet.

CHARLES & KEITH has launched a Lock Motif Leather Bracelet that comes complete with a silver or gold tone lock to signify solidarity with the victims and their families, and commitment to the cause. Available in white, black, green, and red, the bracelets reflect the colours of the two nations' flags.

The Singapore Red Cross is directly supporting the humanitarian relief and response operations of its partners from the International Federation of Red Cross and Red Crescent Societies (IFRC), International Committee of the Red Cross (ICRC), the Turkish Red Crescent (TRC) and Syrian Arab Red Crescent (SARC), for communities affected by the Türkiye-Syria Earthquake.

"We appreciate CHARLES & KEITH's strong support towards our humanitarian response in Türkiye and Syria, with the launch of the limited-edition bracelet, which symbolises their spirit of solidarity and philanthropy," said Benjamin William, Secretary General/CEO, Singapore Red Cross.

The bracelet will be available from 10 April 2023 in Hong Kong, Japan, South Korea, and Taiwan retail and online networks, and on [CHARLESKEITH.COM.SG](https://www.charleskeith.com.sg).

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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.

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