

CHARLES & KEITH

PRESS RELEASE

ITZY takes over CHARLES & KEITH channels with their second ITZ MINE collection drop

SINGAPORE, 17 April 2023 – CHARLES & KEITH – the go-to label for stylish footwear, handbags and accessories – releases a second capsule created in collaboration with ITZY, just in time for summer.

Building on everyday essentials that ITZY uses, the capsule comprises a trio of bags – two roomy structured totes and a micro SLG variation – that are stylish and multi-functional. For the season, ITZY picked a classic canvas for the body of the collection to serve peak summer vibes, and a brown trimming for a subtle touch of prep.

The Astra Canvas Tote is perfect for picnics, weekend breaks and as a carry-on for the jet setters. Its mini version comes with an adjustable cross body strap for a versatile take on the silhouette, while the littlest iteration adds fun flair as a bag charm. All 3 sizes each come with an exclusive bag cover.

For the video campaign, ITZY give a sneak peek at their artistic talent by reimagining the brand's logo in their handwriting, and releasing a series of doodles that are animated to tease the spirit of the collection: Where the product itself is a blank canvas for self-expression.

Featured in the group's signature shade of pink, these doodles will be splashed across all CHARLES & KEITH platforms, from digital sticker artworks to an IGS filter.

"Summer is one of our favourite times of the year as it is the season for vacations and time spent with family and friends. We're so excited to share our second collection with CHARLES & KEITH where we got explore our artistic side, and we hope that everyone will love it as much as we do!" said ITZY.

The ITZ MINE capsule will launch on 18 April 2023 in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com).

CHARLES & KEITH

Media Relations:

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: PublicRelations@charleskeith.com

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.

CHARLES & KEITH

