

# CHARLES & KEITH

## PRESS RELEASE

### **CHARLES & KEITH Launches “RE-Purpose,” a Clean Out Resale Program in the U.S. Powered by thredUP’s Resale-as-a-Service®**

*SINGAPORE, 13 June 2023* – CHARLES & KEITH, the go-to label for footwear, handbags and accessories, confirms that circular fashion never goes out of style, with the launch of “RE-Purpose,” an online resale program that allows customers to resell gently-worn items for CHARLES & KEITH shopping credit. “RE-Purpose” is powered by thredUP’s Resale-as-a-Service® (RaaS®), which enables the world's leading fashion brands and retailers to deliver customizable, scalable resale experiences to their customers.

Customers in the U.S. can now earn CHARLES & KEITH shopping credit for sending in gently-worn items. To participate, customers can generate a prepaid shipping label from [charleskeith.thredup.com](https://charleskeith.thredup.com), fill any shippable box or bag with apparel, shoes, and accessories from any brand in their closet, and ship it to thredUP for free. For items that sell on thredUP, customers receive CHARLES & KEITH credit that can be used both online and in-store.

One of CHARLES & KEITH's core values is ‘We Drive Purpose,’ which aims to foster environmental responsibility to support progress for a better world. “RE-Purpose” is one of the new campaigns the brand has initiated on its ecommerce site in recent months, in effort to extend its eco-conscious journey. On World Clean Up Day, CHARLES & KEITH collaborated with Plastic Bank to introduce an impact programme where every sales transaction on CHARLESKEITH.COM will see the brand prevent five plastic bottles from entering the ocean.

“We are thrilled to partner with thredUP and offer a takeback program to our U.S. customers. The U.S. is a key emerging market for CHARLES & KEITH, and “RE-Purpose” is a great way to explore how we can add value to our customer experience and play our part in the circular fashion economy,” said Kelvin Wong, Head of Sustainability at CHARLES & KEITH. “This includes being committed to making better choices, and minimising our impact and waste across our business.”

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Discover "RE-Purpose" at [charleskeith.thredup.com](https://charleskeith.thredup.com). To learn more about thredUP's RaaS, visit [raas.thredup.com](https://raas.thredup.com).

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## **About CHARLES & KEITH**

Fashion label CHARLES & KEITH was established in 1996 with a vision to build a global brand that is self-assured and empowering, imparting confidence to all women.

From a single shoe shop in Singapore to an international network offering dynamic experiences across retail and online, CHARLES & KEITH is always consumer first and aims to unlock an aspirational brand experience that remains attainable. It creates collections – shoes, bags, eyewear, accessories and fashion jewellery – that enables women to express themselves.

Striving to make fashion more accessible and never compromising on creativity, the brand challenges the convention that fashion is for the few.

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