

# CHARLES & KEITH

## PRESS RELEASE

CHARLES & KEITH reopens doors to revamped boutique in Siam Centre, featuring new store concept

**SINGAPORE, 15 May 2023** – CHARLES & KEITH unveils its refreshed boutique in Siam Square, featuring a new store concept and boasting the brand's first ever circular LED wrapped column that sets the tone of the season and draws attention of passers-by.

Continuing the use of gradual curves and fluid lines in the store aesthetics, the new 155 square meter store has been reimagining with an intentional play on proportions. Fabricated elliptical curves and gently curved edges are carved out to bring about a sense of flow, drawing the eye around soft corners and effortless edges, and encouraging shoppers to explore the space. Typically used as an accent in the brand's material palette, stainless steel is the focus of this store - reversing its role with warm limestone to create a contemporary statement.

The interior is wrapped with glass to introduce a sense of openness between the inside and outside. Keeping true to the brand's minimalist aesthetic, merchandise is presented with a stripped back approach, providing clarity and a clear focus for the experimentation of personal style in the space. Customers are invited to have an unhurried and personal experience exploring the diverse product selection at the store and focus on experimenting with their own individual style while enjoying impeccable service at the concept store.

Discover the new store experience and shop CHARLES & KEITH's new collections at the Siam Center store.

# CHARLES & KEITH

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Store Address:

Siam Center 979 (M227) M floor, Rama 1 road

Phatumwan district, Bangkok, Thailand

Open daily: 10.00am – 10.00pm

## 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.