

# CHARLES & KEITH

## PRESS RELEASE

### **CHARLES & KEITH opens doors to its first flagship boutique in South Korea**

SINGAPORE, 5 June 2023 – CHARLES & KEITH unveils its first flagship store in South Korea, located in the bustling shopping belt of Gangnam, Seoul. The boutique marks the brand's commitment to elevating its retail experience and strengthening its presence in the Asian market.

Spanning over 330 sqm, the two-storey flagship is the largest CHARLES & KEITH's boutique in South Korea, and the latest in the brand's global network to adopt its new 6th generation store concept. Unique to the store are sculptural pieces created by South Korean artist Jeesun Park. Titled *The Touchable Flow*, the sculptures are a combination of incomplete symbols that create fresh meanings. Fragmented hemispheres, arcs, cut-out shapes, ellipses, and other unfinished forms come together to form new structured pieces, finished in a combination of gloss and matte plaster. The art pieces express a harmonious interplay of sculptural flows that complement the spatial features of CHARLES&KEITH, mirroring the minimalist interior with a neutral colour schemes and dynamic shapes of lines accentuated with brushed stainless steel and polished aluminium. The tactile texture of the pieces convey a visual sensation, linked to the spatial aesthetics of CHARLES&KEITH's curved interior, creating an immersive experience. 'Flow' encompasses not only the sculptural characteristics, but also a new energy that merges the viewers' movement with the negative spaces created by the sculptures. The aspiration is for these various experiential flows to converge into one tangible and 'Touchable Flow'.

Keeping true to the brand's minimalist aesthetic, gradual curves and fluid lines are paired with a clean colour scheme that exudes a pared down, modern feel. From the textures of the interior to the presentation of the merchandise, the brand's intent was to create a space that allows for raw beauty to shine. Stainless steel is employed throughout the store: metal hairline finishings create visual juxtaposition against the rest of the interior, and fluted panels create feature walls throughout the store. A cementitious finish is applied to wall surfaces, emulating warm limestone to reflect a contemporary perspective of simplicity and sophistication.

Carved out to provide a respite from the noise of the outside world, notes of green byway of tropical plants and lush couches inject a touch of life into the cocoon-like 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.

The flagship is also the first in South Korea to offer Made for Me by CHARLES & KEITH: an exclusive personalisation service that encourages customers to

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express themselves by embroidering their names and two city exclusive icons inspired by Seoul, a magpie and a graphic artwork of the city. This service not only celebrates the spirit of creativity and individuality, but also provides an added personal touch to create more meaning to gifting.

Discover the new store experience and shop CHARLES & KEITH's new collections at the Gangnam flagship store.

# CHARLES & KEITH

## **Media Relations:**

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: [PublicRelations@charleskeith.com](mailto:PublicRelations@charleskeith.com)

## **Store Address:**

1F - 2F, 445, Gangnam-daero, Seocho-gu

South Korea

Open daily: 10:30am - 10pm

## **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.