

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH unveils new concept store in Garousil Gil

SEOUL, SOUTH KOREA, 24 July 2023 – Hot on the heels of South Korea's first ever flagship opening, CHARLES & KEITH opens another outpost within the Gangnam district – this time at the iconic shopping street, Garousil Gil – renowned for its Gingko tree lined streets and bohemian chic atmosphere.

Spanning over 160 sqm, the new store reflects its new 6th generation store concept, maintaining a minimalist aesthetic, where 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: Its exterior boasts a silver flat panel façade, with the sleek tonal effect carried through indoors with fluted panelled feature walls. The material has also been combined with resin to create an eye-catching cluster of display tables highlighting the brand's latest products. 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.

Discover the new store experience and shop the latest Fall 2023 collection at the CHARLES & KEITH Garousil Gil store.

CHARLES & KEITH

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Store Address:

59, Garosu-gil, Gangnam-gu

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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.