

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH CELEBRATES THE OPENING OF ITS GANGNAM FLAGSHIP WITH A STAR-STUDED FETE

**Brand launches collaboration capsule with visual artist Henn Kim alongside its Fall 23 Collection
Global Ambassador Han So-hee and brand friends So-yeon, Joo Hyun-young, Nancy, Irene Kim attend**

SINGAPORE, 5 September 2023 – CHARLES & KEITH celebrated the official opening of its inaugural flagship in South Korea with a star-studded fete. 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 duplex 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. The first floor is dedicated to bags as well as accessories such as costume jewellery and sunglasses, while its second storey is a haven for shoe lovers and also houses the brand's premium Collection line.

As part of the festivities, the brand debuted its collaboration capsule with artist Henn Kim at the event. Fondly titled "Heart Is Every Wear", the all-black 4-piece capsule is inspired by Henn Kim's desire for the products to be worn anywhere and everywhere, and for each wearer to feel encouraged in being forthcoming with their emotions. Its cheeky moniker invites individuals to embrace authenticity and express their innermost sentiments by confidently wearing their hearts on their sleeves.

Party attendees included global brand ambassador Han So Hee, who showcased the versatility of the Petra bag she sported in the Fall 2023 campaign alongside statement jewellery from the Gabine line. Singers Soyeon from G(IDLE) and Nancy from Momoland expressed their Gen Z style perfectly: The former pairing the Illustrated Heart Charm Ankle Boots from the Henn Kim collection with the brand's iconic Charlot bag in silver for an edgy look; whilst the latter channelled girlish charm with her Pixie Furry Platform Mules, White Petra Curved Shoulder Bag, adding a Henn Kim x CHARLES & KEITH scrunchie to her look for a fun twist. Fashion icon and model Irene Kim oozed sophistication in this season's Pixie Platform Mary Janes and the latest reiteration of the Koa – an east-west, top handle style.

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Comedienne Joo Hyun-Young channelled Academia chic in with Pixie Platform Ankle Boots and carrying a Gabine Houndstooth Leather Crossbody Bag.

Discover the new store experience and shop CHARLES & KEITH's Fall 2023 collections at the Gangnam flagship store.

@charleskeith_kr
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Note to editors:

Discover the new collection on [Dropbox](#).

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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