

# CHARLES & KEITH

## PRESS RELEASE

### **Jess Alexander and CHARLES & KEITH Gabine**

*SINGAPORE, 29 September 2023* – CHARLES & KEITH welcomes British Actress and Friend of House, Jess Alexander, who is set to appear in a series of campaign assets for its Gabine range of products and join the brand's growing family.

Reflecting the resonance between style and elegance, the brand's Gabine products have become a statement of elevated essentials in the modern girl's wardrobe. Create your ideal ensemble with statement pieces from CHARLES & KEITH's Gabine collection comprising of shoes, bags, jewellery and sunglasses; the key for starting conversations among style enthusiasts.

In the words of Jess Alexander, "The CHARLES & KEITH Gabine collection is a conversation starter that keeps the dialogue of style going".

The actress was also seen in CHARLES & KEITH Petra and Gabine respectively at the recent Chet Lo SS24 Show that took place during the London Fashion Week, and at the ELLE Style Awards in London.

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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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