

# CHARLES & KEITH

[PRESS RELEASE]

## CHARLES & KEITH IN THE ALPS



SINGAPORE, 30 November 2023 – This festive season, CHARLES & KEITH broadens its presence in the Metaverse by venturing into the snow-covered mountains through the debut of CHARLES & KEITH IN THE ALPS within the Sandbox. The special yuletide update offers an interactive and entertaining way to experience the brand’s holiday wonderland. Fusing youthful exuberance and glamour in a unique Sandbox adventure akin to a cozy house party in a ski resort, the result is an alternate reality haven of sparkle and festive cheer.

Users can elevate their online experience by immersing themselves in the Alps for a virtual getaway: Exploring resort facilities such as the café, hot tub, restaurant, and observation deck and engaging in a discovery expedition – where players spawn in front of the iconic CHARLES & KEITH building, embark on in-game quests including a sledding race and snowball challenge – to collect snowflakes and redeem a CHARLES & KEITH NFT.

Available for purchase are a range of digital collectibles, including a Giant Snowflake Motif, Cosy Earmuffs Romilly Puffy Snow Boots, as well as a pet dog wearing the brand’s Metallic Bead-Embellished Pet Collar, and a CHARLES & KEITH Snow Motor.

[CHARLES & KEITH IN THE ALPS](#) will launch on The Sandbox on 30 November 2023.

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## **Media Relations:**

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

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

## **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.

## **About The Sandbox**

*The Sandbox*, a subsidiary of Animoca Brands, is one of the decentralized virtual worlds that has been fueling the recent growth of virtual real estate demand, having

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partnered with major brands including Warner Music Group, Ubisoft, The Rabbids, Cut the Rope, Tony Hawk, Gucci Vault, The Walking Dead, Invincible, Snoop Dogg, Adidas, Deadmau5, Steve Aoki, SM Entertainment, The Smurfs, Care Bears, and Atari. Building on existing The Sandbox IP that has more than 40 million global installs on mobile, *The Sandbox* metaverse offers players and creators a decentralized and intuitive platform to create immersive 3D worlds and game experiences and to safely store, trade, and monetize their creations. For more information, please visit [www.sandbox.game](http://www.sandbox.game) and follow the regular updates on [Twitter](#), [Medium](#), and [Discord](#).

Find more information on The Sandbox on our Medium page:

<https://medium.com/sandbox-game>

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Message us on Telegram: <https://t.me/sandboxgame>

Join our Discord channel: <https://discordapp.com/invite/vAe4zvY>