

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH Gives Brocade a Modern Spin in its 2024 Lunar New Year Campaign Collection



SINGAPORE, 15 December 2024 – In a sartorial tribute to the Year of the Dragon, CHARLES & KEITH’s 2024 Lunar New Year Campaign Collection encapsulates the balance between “Yin” and “Yang”, with its modern take on traditional brocade.

Crafted from recycled Jacquard satin, this distinct fabric choice – central to the collection across both bags and footwear – highlights the brand’s commitment to environmental consciousness, while radiating an aura of refined elegance. This comes alive in the seasonal campaign, where the collection is shot against stark industrial backdrops, allowing for fun pops of colour byway of both products and props to shine through. Models styled in oversized blazers, sharp shirtdresses and shifts with dramatic organza skirting showcase effortlessly cool flair alongside collection highlights, serving style inspiration for the season of celebration.

The brocade is presented for the festive moment in a palette that mirrors the most well-loved hues in any Lunar New Year wardrobe: With auspicious red and pink options in harmonious contrast to the classic sophistication of black and the contemporary shimmer of silver. Coveted styles such as the Ally bag have been

CHARLES & KEITH

reimagined in the perfect petite size, while the Paffuto bag oozes sleek sophistication whether worn as a clutch or with its dainty chain strap.

The footwear offering is the perfect ode to trending Neo-Chinese aesthetics, with the quintessential CHARLES & KEITH shoe style, the Mary Jane, presented in two modern variations in the luscious satin – ballerina-esque flats and easy to wear slingback block heels. For those who embrace a casual chic aesthetic, the platform sandal melds comfort with contemporary style, catering to those wishing to add a sporty touch to their Lunar New Year fit.

Marrying modernity with a sense of festivity and tradition, this collection invites fashion enthusiasts to indulge in a celebration that goes beyond the ordinary. The new CHARLES & KEITH Lunar New Year Campaign Collection will be available in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com) from 9 January 2024.

CHARLES & KEITH

Media Relations:

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: 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.

CHARLES & KEITH

