

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH opens its doors to its new Omotesando boutique – the brand’s first in the world with a dedicated press showroom

TOKYO, JAPAN, 22 December 2023 – CHARLES & KEITH ends the year on a high note, opening its doors to a new boutique in Japan. The store, located within the thriving fashion district of Omotesando, Shibuya, is the first in the brand’s global network to feature a dedicated showroom for press and stylists.

Its facade adorned with stunning stainless steel hairline finish fluted panels frame the store’s minimalist interior, where stone finish homogeneous porcelain tiles run through both the walls and flooring, providing a seamless transition throughout the space.

Covering 185 sqm, this latest addition to network featuring the brand’s 6th generation store concept showcases a cementitious paint finish, carefully crafted to emulate warm limestone, reflecting sophistication and simplicity. Neutral tonal carpeting alongside sleek curved seating serves as an invitation to customers to relax and indulge in an unhurried shopping experience, browsing through the brand’s latest product collections curated with the trend setting Harajuku crowd in mind.

The clean and modern aesthetics follow through to the 2nd level of the duplex unit, where a “By appointment only” showroom awaits: The space is intended to be a haven for media, stylists, and celebrities to peruse and loan the CHARLES & KEITH forthcoming launches and can be transformed into an event space for product previews as well as intimate influencer experiences.

Discover the new store experience and shop the latest Holiday 2023 collection at the CHARLES & KEITH Omotesando store.

CHARLES & KEITH

Media Relations:

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: PublicRelations@charleskeith.com

Store Address:

4-29-4, Jingumae, Shibuya-ku, Tokyo

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.