

# CHARLES & KEITH

## PRESS RELEASE

### CHARLES & KEITH RENEWS SUPPORT OF UN WOMEN GENDER EQUALITY PROJECTS, RELEASES NEW ITERATION OF ITS ALIA HANDBAG

SINGAPORE, 19 February 2024 – CHARLES & KEITH is committed to empower women and forge an inclusive world by supporting the amplification of women's voices. This International Women's Day, the brand renews its donation commitment to UN Women's *Storytelling for Gender Equality*, pledging USD 100,000 through the sales of a special edition handbag to fund the organisation's programme in Asia Pacific.

Following the success of last year's activation, the refreshed iteration of the Alia handbag will be available within a selected physical retail network and on CHARLESKEITH.COM from 20 February. This new version comes in a shiny black patent made with 100% recycled polyester substrate and eco-friendly dye; its iconic hardware detailing has since been updated to reflect more thoughtfully sourced materials as well, exclusively crafted from recycled zinc alloy from spare and unusable parts. Each handbag will also come with an International Women's Day ribbon, providing a symbolic hint of purple that can be pinned to showcase support for the important moment.

"To change hearts and minds and accelerate progress towards a gender equal world we must listen to the stories of survivors of violence. Storytelling connects us all on a personal level. Stories offer a platform for reflection and can guide us to take action and make change," said Janelle Weissman, Head of External Relations, UN Women Regional Office Asia and the Pacific.

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“Aligned with UN Women's theme for International Women's Day 2024, Invest in Women, this project will support and amplify women's stories. Through storytelling, our goal is to establish a lasting legacy of equality, strength, and progress. Together, we are shaping a future where each woman's story fosters mutual respect, understanding and positive change,” she added.

The CHARLES & KEITH International Women's Day brand campaign features a powerful monochromatic theme fronted predominantly by in-house talents from various market offices. A subtle nod to black and white photography – considered a “truer” form of documentation that didn't have the distraction of colour – at the peak of the female empowerment movement, the campaign serves as a reminder to all women in today's digital age to be sharp, bold, confident, and always stand up for themselves.

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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.

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