

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH's Spring Summer 2024 Campaign Collection Is A Juxtaposition Of The Senses



SINGAPORE, 26 January 2024 – CHARLES & KEITH unveils its Spring Summer Campaign, drawing inspiration from contrasting textures and sensibilities, it is a call to reinterpret expectations of the senses in your own world.

The product collection itself is influenced by comfort and self-care moments, celebrating one's inner peace, an apt ritual to kickstart the new year. Soft simple forms that are comforting to the eye lead the silhouettes, with knots and terrycloth material – a playful nod to bathrobes used in spas – providing sharp textural juxtaposition against the campaign's clean brutalist backdrops.

To celebrate the return of the sunny days, vibrant green and fuchsia were adopted into the palette while cozy beige and softer pink tones run through multiple styles, bringing a sense of calm and zen.

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The cult favourite Petra handbag makes a triumphant return for the season in neutral hues and on trend denim as well as shiny silver variations. Besides the latest colourways, the Petra sees an extension to its family beyond the signature curved shoulder bag design by way of new bucket shape that marries functionality with effortless flair.

Meanwhile another CHARLES & KEITH icon, the Perline, has been reimagined in a mini east-west styling that begs to part of one's Spring wardrobe, be it worn with its detachable strap as a casual crossbody or used as is with its signature top handle for more formal occasions.

Add a punch of fun to any outfit with any one of the Loey Textured shoes: Reflect feminine charm with Knotted Mules or the chic peep toe Bow Ankle-Strap Sandals, alternatively opt for the Ankle-Strap Platform Pumps for a touch of warmth for those the "in between" weather moments synonymous with the season.

The new CHARLES & KEITH Spring Summer 2024 collection will be available in retail stores and on CHARLESKEITH.COM from 15 February 2024.

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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.

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