

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH LAUNCHES L'INITIAL LINE IN TANDEM WITH REVITALISED GRAPHIC IDENTITY



SINGAPORE, 8 March 2024 – CHARLES & KEITH kickstarted the new year with a revitalised graphic identity, unveiling a new reiteration of its logo along with a brand-new emblem and monogram that will be featured in CHARLES & KEITH collections from Spring 2024, and most prominently in a new product line, *L'initial*.

“We are excited to start a new chapter and present the redesigned logo in tandem with our first-ever emblem and monogram. Each element was thoughtfully designed, an ode to our beginnings with the inclusion of our initials, the ampersand reflecting the brand's natural duality,” said brand co-founders Charles and Keith Wong.

Beyond the evolution across retail, communications and packaging touchpoints, this new visual branding will also be highlighted in *L'initial*. This premium product range flaunts quiet refined flair with emblems adorning the clasps on boxy shoulder bags and delicate chain wallets; or studded on more casual drawstring pochettes in evergreen neutrals including chalk, nude, black and trending denim blue. Monogram prints envelope mesh sling-back

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pumps as well as the satin ribbons of tie-around ballet flats in corresponding shades, while in the bag line, come embroidered on hardy canvas in contrast monochromatic tones, adding polished poise to any outfit.

The Spring *L'initial* collection will also include seasonal hues of mint green and creamy yellow in a range of comfortable sandals, chunky loafers, slip-on kitten heels and ankle-strap Mary Janes. Silver remains on point and will continue to make its presence felt on stiletto heels, T-bar sandals and shoulder bags.

In the brand's latest editorial, Actress Han So Hee shows off effortless style wearing the Leather Boxy Bag and Leather Monogram Tie-Around Ballet Flats in noir for tone-on-tone flourish; whilst campaign models reimagine varied everyday looks from corporate core – with tailored suiting and sleek shift dresses paired with the versatile Leather and Canvas Two Toned Shoulder Bag or Claire Leather Mary Jane Pumps – to casual chic, where jeans, bombers and blazers are given a cool edge when styled with Tahlia Leather Loafer Mules or Leather Metallic Cut-Out T-Bar Sandals.

Discover the *L'initial* collection at CHARLES & KEITH boutiques globally and [CHARLESKEITH.COM](https://www.charleskeith.com) now.

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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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