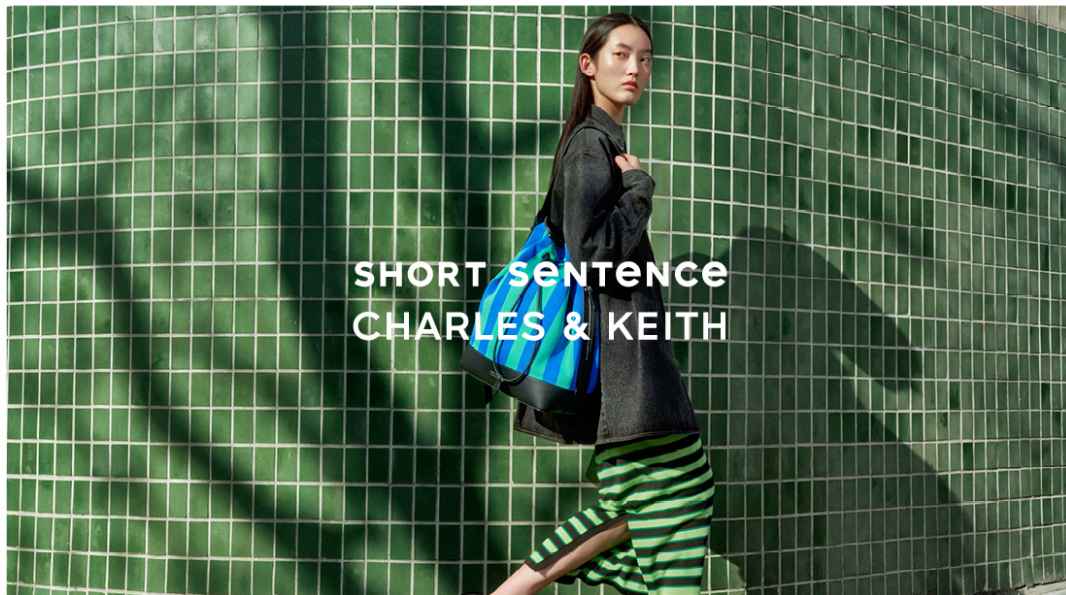


CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH PRESENTS LIMITED-EDITION CAPSULE “RIDING ON A BREEZY DAY” IN COLLABORATION WITH SHANGHAI BASED LABEL, SHORT SENTENCE



SINGAPORE, 1 March 2024 – CHARLES & KEITH is pleased to announce its latest designer collaboration with Shanghai based womenswear label, Short Sentence, known for its understated yet evocative pieces. Inspired by the unique interpretation of urban life held by both brands, the capsule, comprising of two bags and one shoe style is themed “Riding on a Breezy Day”.

“For this capsule, “riding” is akin to a psychological state of traveling through the hustle and bustle of a city. The campaign captures the life aspect of urban people seeking individual expression and inner self-consistency in their own rhythm,” said Short Sentence founder-designer Guan Lin.

“We focused on multiple scenes of life in the city, with cameras recording the traveling status of the quintessentially cosmopolitan woman. Each woman, going about her daily commute conveys the theme and spirit of the capsule in each campaign image,” she continued.

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Rooted in a relaxed lifestyle perspective, this collection brings new inspiration to everyday looks with Short Sentence's innovative interpretations of favourites, such as their Erika Mary Jane Platform Shoes and Soto Bag, reflecting a distinctive CHARLES & KEITH touch. The versatile Striped Bucket Bag cleverly combines fly woven fabric and leather in a lightweight yet roomy composition. Available in two size options – the large and a special edition extra-large that was specifically designed for the collaboration – the bags feature Short Sentence's distinctive bi-coloured contrast stripes: Blue and green as well as a more feminine pink and yellow combination, both of which are intended to inject brightness into daily wear looks and complement diverse life scenarios, evoking a relaxed atmospheric sense of walking freely.

The Curved Platform Mary Janes available in both black and white variations, retain references to Short Sentence's classic shoe construction and are presented in a matte effect recycled faux leather, the thoughtfully sourced material reflecting the shared vision from both brands in terms of sustainability.

"CHARLES & KEITH has always maintained a diverse and open design philosophy. We thoroughly enjoy the opportunity working with independent designers to present interesting style choices to our customers. Short Sentence's own design ethos of "fashion that just fits into life" melds perfectly with the urban style advocated by CHARLES & KEITH, creating effortless synergy for this partnership," Freddie Stevens, Design Director, CHARLES & KEITH.

The "Riding on a Breezy Day" capsule collection with Short Sentence will launch on 12 March 2024 across selected CHARLES & KEITH retail stores and www.charleskeith.com.

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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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