

CHARLES & KEITH

PRESS RELEASE

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YVMIN x CHARLES & KEITH UNVEILS A FRESH TAKE ON ACCESSORIES WITH CAPSULE INSPIRED BY RIPE FRUIT



SINGAPORE, 6 May 2025 – CHARLES & KEITH has partnered with Beijing-based avant-garde jewellery house, YVMIN, to unveil a capsule that translates fleeting impressions of summer into tangible, wearable art. Drawing from the visual appeal of ripe produce and the symbolism they carry, the collaboration reimagines fruits not just as seasonal motifs, but as vessels of emotion, nostalgia, and youth in a poetic interplay of fashion and form. Through sculptural accessories and playful silhouettes in shoes and bags, the pieces unfold like a sensory journey: an exploration of desire, delight, and personal expression in its ripest form.

The collection draws inspiration from summer fruits — vivid expressions of growth, ripeness, and transformation. Uniting CHARLES & KEITH's minimalist aesthetic with YVMIN's signature approach to artistic deconstruction, the collection comprises a bag, a pair of sandals, and five pendant designs that narrate the delicate evolution of fruit from green through maturity.

"I was drawn to the image of a fruit, suspended delicately on a branch—wrapped, waiting, and on the cusp of release," reflects YVMIN designer Zhang Xiaoyu. "It's that fragile moment before ripeness surrenders to gravity. When it lets go, it is not merely falling, but reaching out, hoping to be caught, like finding a connection with someone in an unexpected, meaningful way." With this metaphor as its foundation, the collection becomes an ode to the pivotal, transformative moments of womanhood, capturing the beauty of becoming,

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the tension of change, and the freedom of self-expression through a light, playful design language that encourages a return to one's inner youthful essence.

Vibrant, expressive colour becomes the visual anchor of this collaborative series, encapsulating summer through unexpected contrasts and whimsical compositions. The Ally Ruched Slouchy Knotted Bag in pastel Mint Sorbet captures the juxtaposition between fluidity and structure, while vine-strap sandals in Lime and Silver exude feminine flair.

Glossy fruit charms invite endless personalisation – designed to be attached on both shoes and bags to create your own story, and versatile enough to be worn as hair accessories, earrings or event pendants. Each charm tells a tale – green apple that features linear detailing that suggests a breeze of spring while the red variation adds a metallic, luminous gloss to the collection: radiant, bright, and as spirited as girlhood itself. A strawberry charm is crafted in tactile materials that imprint sweetness like a lasting memory. A jewelled cluster of grapes glisten with sunlit colour, evoking a carefree freedom. The cherry, adorned with bear motifs, is a playful spin on summer's fleeting joy, with its glossy, statement silhouette. Together, these versatile charms reflect the heart of the collaboration – celebrating the limitless ways a woman can express her style.

With every detail considered, unwrapping the gift box turns into a sensory experience as well. A bold, hand-painted apple motif bursts across the specially designed packaging, while the accompanying green mesh pouch evokes the image of ripe fruits nestled among leafy branches, sparking an immediate sense of warmth and joy.

To mark the launch, a dedicated pop-up will open its doors from 1 to 11 May 2025, at Shanghai's West Bund Dream Center, a cultural landmark where fashion and art converge. Set along the riverside, this immersive space offers exclusive access to curated product pairings and limited-edition pieces, alongside interactive experiences and giveaways such as themed phone charms, fruit-inspired nail art stickers, and collectible mementos, inviting visitors to explore the collection in an engaging and creative way.

The YVMIN x CHARLES & KEITH capsule officially launches on 6 May 2025 and will be available in designated CHARLES & KEITH retail stores, official app, WeChat Mini Program, Tmall flagship, Douyin Mall and CHARLESKEITH.COM.

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Note to editors:

Discover the new YVMIN x CHARLES & KEITH collection on [Dropbox](#).

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.