

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH FALL 2025 CAMPAIGN COLLECTION WANDER WILD: A DIALOGUE BETWEEN FREEDOM AND FUNCTION

SINGAPORE, 4 August 2025 – The CHARLES & KEITH Fall 2025 campaign collection explores the tension between liberation and structure – where free-spirited energy meets a grounded sense of purpose. Drawing on the romanticism of the Bohemian spirit and viewed through an unapologetic lens, the collection celebrates femininity in all its layered expressions.

This season embraces beauty in contrast, creating a powerful harmony for individuality to flourish within the confines of practicality. With the use of suede, buckles, and studs, the Fall collection pushes boundaries and offer a tactile sense of ruggedness – giving familiar silhouettes a bold update that feels both thoughtful and adventurous. These details and accents become markers of individuality, celebrating quiet rebellion against conformity at every turn. A palette of earthy tones and rich textures are contrasted by unexpected proportions and feminine silhouettes: classic ballerinas are toughened up into hardware-adorned Mary Janes, while sleek kitten-heel pumps are transformed with detachable shafts and studded accents and cozy knee-high boots deliver comfort with an unexpected twist.

Versatility is a defining thread throughout the collection, where each piece is designed to bring together refined style with everyday ease. Statement pieces like the Gael Studded Two-Way Knee-High Boots highlight the brand's innovative pulse, transforming a pointed-toe pump into a full-length boot with the addition of a detachable shaft. The Gael Studded Mary Janes add a rebellious spin to a classic profile, combining delicate crossover straps with bold, metallic detailing, a nod to the duality of romantic grit and utility.

Balancing between form and function, the Darra Ridged-Sole Chelsea Boots does it all. Bold yet wearable, the silhouette – available in black, burgundy, and beige – makes a statement with power, wherever you take them. Designed with chunky ridged platforms and sleek uppers, these boots offer a flattering height boost without compromising on comfort.

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CHARLES & KEITH introduces two key bag styles this Fall: the Victoria and Khai. Sculptural yet soft, the Victoria range, comprising of an oversized, structured tote and a sleek, elongated shoulder bag is elevated with belt details inspired by classic tailoring. These designs transition fluidly from workdays to weekends, making a subtle statement while staying true to the brand's minimalist design language.

Echoing the collection's bohemian undertones, the Khai Recycled Suede Shoulder Bag channels a softer mood, pairing slouchy construction with velvety suede fabrics. Its palette draws from the comforting intensity of coffee – think Sahara Sand, reminiscent of oat milk lattes, and Espresso Brown, as deep as a freshly pulled shot. The suede finish adds depth and a sense of warmth that perfectly complements the vibe of the season. The bag's slouchy form and understated hardware appeal to those who appreciate timeless pieces with modern nuance – practical, beautiful, and easy to carry in any setting.

Throughout the collection, accessories are grounded by a rich material story. Distressed leather and plush suede lend dimension, while carefully placed metallic accents – from antique gold buckles to silver studs – introduce just enough attitude. Seasonal tones, from earthy warm sands to deep, roast-inspired browns, lend a sense of calm for the season, with accessories that blend seamlessly into a well-curated wardrobe and are not just finishing touches, but modern staples built for those who dress with intention and move with confidence.

The new CHARLES & KEITH Fall 2025 collection will be available in retail stores and on CHARLESKEITH.COM from 12 August 2025 onwards.

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Note to editors:

Discover the new Fall 2025 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.