

CHARLES & KEITH

PRESS RELEASE

"IN TRANSIT" CHARLES & KEITH UNVEILS ITS LUNAR NEW YEAR 2026 COLLECTION



SINGAPORE, 10 December 2025 – CHARLES & KEITH welcomes the Year of the Horse with a fresh, spirited perspective that embraces movement, renewal, and fluidity. This season's campaign reflects a warm return home, not only as a destination, but as a reconnection with one's own centre. "In Transit" explores the moments of shift and transition that shape us: the moments we leave behind, the sentiments we carry with us, and the shifting horizons that open fresh perspectives. As articulated through the campaign's backdrop with notes of calming jade greens and soft, petal-like pinks, the visuals echo an ode to rhythm and flow, where each step forward is both soft and strong, and each moment of pause invites reflection, renewal, and the unfolding of a new chapter with ease and intention.

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The Lunar New Year 2026 capsule translates the bold energy of the zodiac animal and blends festive vibrance into pieces designed for women in motion. Signature favourites like the Sammie and Hazel bags are refreshed in shades of prosperity red, playful pink, and elegant cream: hues chosen to evoke passion, optimism, and fresh beginnings. Each bag is adorned with an exclusive, horse-motif charm that embodies vitality and onward stride, a subtle reminder of the year's call to embrace change with confidence. Thoughtful details, from knot-pearl accents to graceful bow elements, channel a sense of fluidity mirroring the journey of transformation at the heart of the campaign, while incorporating subtle festive accents. Completing the range are whimsical Fortune Cookie and Rocking Horse charms, designed to bring an element of joy and good luck to seasonal styling.

As we celebrate familial bonds, select styles for little ones are available to create coordinated looks that bridges generations during the festivities. Together, the pieces form a capsule that pairs festive allure with timeless versatility, offering pieces that accompanies one through every transition, return, and new chapter ahead. Extending the celebratory spirit across generations, the curated selection of girls' styles is designed to mirror the elegance and playfulness of the main collection. The Orinda Mary Jane flats, finished with delicate knot-pearl detailing, is available in festive red, soft light pink, and buttery cream hues, echoing the season's colour story and adding a light-hearted and intentional touch to Lunar New Year celebrations.

Gift-giving is elevated further through a special seasonal personalisation experience. Customers can enjoy complimentary embroidery of up to two letters with the purchase of a tote bag, pouch, or gift pouch, or add a festive touch with a limited red-foil hot stamp available exclusively for Lunar New Year. These services will be offered at select flagship and special stores across China, Singapore, South Korea, and Japan. To mark the arrival of the festivities, CHARLES & KEITH will offer customers beautifully designed red packets featuring an exclusive golden Fire Horse motif with every purchase during the Lunar New Year campaign period as well. These limited-edition red packets serve as symbols of prosperity and a thoughtful gesture wishing customers joy and abundance in the year ahead.

The Lunar New Year collection will be available in retail stores and on CHARLESKEITH.COM from January 2026.

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Note to editors:

Discover the new CHARLES & KEITH Lunar New Year 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.