

CHARLES & KEITH

PRESS RELEASE

#SUMMERSCALLING: ENDLESS SUMMER

Meet Me At The Golden Hour



SINGAPORE, 17 April 2026 – Summer arrives in texture, attitude, and a splash of colour with Summer’s Calling: Endless Summer – a collection shaped by light, ease, and the optimism of long, unhurried days. Designed to move fluidly between escape and every day, the edit balances tactility with playful seasonal expression, offering pieces that feel as relevant in the city as they do by the coast. The collection unfolds in two distinct drops, Picnic Day, and Cruisin’ By, transitioning seamlessly from sunlit afternoons to balmy evenings, not just for a fleeting escape, but as enduring pieces that linger in your wardrobe long after summer fades.

The first capsule, Picnic Day, encapsulates the spirit of spontaneous escapes. Familiar favourites such as Ida and Philomena return reimagined through bold, transversal seasonal statements. Raffia textures are elevated with playful and intricate floral appliqués, adding depth and dimension. Whimsical fruit bag charms inject a sense of play, infusing the collection with colour and character, while woven textures and fly knit details expand the tactile narrative. The accompanying espadrille capsule grounds the edit with coordinated styling, reinforcing a head-to-toe summer proposition that feels effortless yet considered.

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In contrast, the Cruisin' By capsule shifts the mood and introduces a refreshed perspective through the hero bag Delfina. The lineup expands into a sleek duffel and two shoulder silhouettes that balance practicality with sculptural clarity. Staying true to its identity, each piece retains Delfina's signature statement hardware, now refined with heightened attention to detail.

Within the broader drop, the Nautical capsule channels a subtle nautical sensibility through fluid stripe detailing and warm tan accents. Structured totes, relaxed drawstring forms and compact shoulder bags move intuitively between urban and coastal settings, while seasonal seashell charms offer a personal touch that defines the spirit of summer. Alongside structured woven styles and striped expressions, the drop introduces confident silhouettes that speak to women seeking versatility with impact.

Each year, key cities are transformed into brand moments, where product, place and community converge through experiential activations, exclusive showcases and digital amplification. More than just a collection launch, Summer's Calling reimagines how the brand connects with its audience, translating the spirit of summer into tangible experiences across global touchpoints.

To celebrate this year's edition, CHARLES & KEITH will host a pop-up along Shanghai's Huai Hai Road, transforming the space into a vibrant destination with a statement coral orange setting as the backdrop for the Endless Summer. Designed as an interactive journey through the Summer's Calling universe, the pop-up invites guests to explore the collection through a series of photo-worthy moments, including Summer inspired props such as sand sculptures and a branded ship. Activities include a scrapbooking station where visitors can gather stamps as they complete experiences across the space. Blending discovery, creativity and fashion, the activation reflects the spirit of the campaign: a celebration of Summer Rituals as a shared experience shaped by individual expression.

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Discover the CHARLES & KEITH *Summer's Calling* collection in retail stores and on CHARLESKEITH.COM from April 2026.

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Note to editors:

Discover the Summer's Calling 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.