

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH's Inner Circle Grows: Zhao Jinmai Named Brand Ambassador

SINGAPORE, 22 July 2026 – CHARLES & KEITH once again welcomes a new friend – the brand now names acclaimed actress Zhao Jinmai as its newest Brand Ambassador, marking an exciting new chapter in the brand's growing inner circle.

Zhao Jinmai has quietly built one of the most compelling careers in the global scene. Recognised as one of the most established young actresses in the industry, she brings emotional depth, versatility and a natural, magnetic presence to every role. From a beloved child star to one of the defining talents of her generation, she has grown up in step with countless young women, navigating life's transitions with the same confidence and optimism she brings to the screen.

Her story reflects something CHARLES & KEITH has long believed in. CHARLES & KEITH's Fall Winter 2026 campaign, 'Become with Me', celebrates the freedom to evolve, time and time again, through every stage of life. Zhao's own path makes her a natural embodiment of this vision, and the beginning of a connection built on more than just image: it's rooted in shared values, and a shared belief in empowering women to become who they aspire to be.

For CHARLES & KEITH, the appeal went beyond Zhao's talent. "What drew us to her is not only her remarkable talent, but the way she continues to evolve with grace and self-assurance," the brand shared. "She has grown alongside a generation of young women, and her journey reflects the optimism, resilience and courage to embrace new possibilities."

It's a philosophy the brand sees as central to its own identity. "At CHARLES & KEITH, we believe fashion accompanies people through life's different chapters," the brand added. "We look forward to creating alongside Zhao to tell stories that celebrate creativity, individuality and modern femininity."

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For Zhao, the connection feels like a natural extension of her own craft. "Acting has given me the opportunity to experience different characters, feel different emotions and see the world through different eyes," she reflected. "Through it, I've come to understand the importance of staying true to who I am."

That authenticity, she says, is what drew her to the brand in the first place. "CHARLES & KEITH stood out to me with its confident, contemporary spirit — beyond fashion, the brand encourages everyone to discover their own way of expressing themselves."

"I'm honoured to join CHARLES & KEITH as Brand Ambassador, and excited for everything we'll explore together," Zhao added. "I hope that through this journey together, we can share stories that inspire people to meet every new chapter with confidence and curiosity."

Zhao Jinmai's appointment marks another exciting milestone in CHARLES & KEITH's commitment to connecting with a new generation of women through voices that inspire. Together, the brand and Zhao look forward to championing self-expression and celebrating the evolving journeys of modern women everywhere.

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Note to editors:

Discover the press materials featuring Zhao Jinmai 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.