

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH UNVEILS ITS FIRST SINGAPORE FLAGSHIP AT JEWEL CHANGI AIRPORT

SINGAPORE, 30 July 2024 – CHARLES & KEITH is pleased to announce the opening of its inaugural flagship store in Singapore, located at the iconic Jewel, Changi Airport. The brand's third global flagship – the first in its home city – pays homage to Singapore's unique identity, blending elements of traditional architecture, lush greenery, and urban sophistication into a distinctive retail experience.

Inspired by the vibrant essence of Singapore, the store's concept is a tribute to courtyards of old shophouses and the verdure landscapes that define the Little Red Dot. The store interior reflects the exploration of these elements with functionality, invoking a sense of nostalgia and creating an inviting atmosphere for all shoppers. The wide and open shop front welcomes visitors, while a central space, sheltered by a large, curved LED glass panel serves as a striking focal point and displays a rich tapestry of breathtaking and compelling videos of nature in Singapore, marking the boutique as an immersive experiential store at the forefront of visual storytelling.

Customised island displays – uniquely shaped to reflect the island's topography – meant to highlight the latest shoe collections, are made from recycled solid surface materials including granite and stone, drawing inspiration from Singapore's Gardenscapes. The integration of nature-inspired elements with a touch of local charm is a subtle nod to further inject Singapore's personality into this one-of-a-kind feature.

The retail space is also a testament to the brand's commitment to eco-consciousness and meticulously designed with sustainability in mind. Adorned with ceramic tiles regenerated from ceramic waste, the personalisation and main cashier counters showcase a creative approach to repurposing materials while still resonating with brand codes. The accessories counter features custom recycled glass blocks and wall surfaces are constructed from wood culture with a rough finish to juxtapose natural textures against the hairline-finish stainless steel from the shelving, offering a striking contrast contributing to the depth of the store's design and an expressive backdrop for the merchandise.

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The CHARLES & KEITH Jewel store introduces several key innovative features, designed to enhance the shopping experience without compromising on sophistication: A dedicated luggage holding area with ample space for travellers to pack any last-minute shopping in, allowing customers to shop comfortably and at ease.

Prioritising the art of gifting, the boutique stands out as the only one in Singapore to provide an exclusive hot stamping service. The hot stamping machine at Jewel is the first of its kind for the brand and allows for an extra touch of personal flair or the creation of unique, thoughtful gifts. Featuring an inviting bar concept, shoppers can personalise their purchases with charms, bag straps, and trinkets that have been seamlessly incorporated into the tabletop for ease of selection. This innovative one-stop set up ensures an elevated and comprehensive customisation experience like no other.

To streamline the check-out journey experience and minimise wait times, the 2,360 square foot store includes a total of five check-out points. The main cashier counter is equipped with two check-out points to ensure swift and efficient service for high traffic areas. Additional mobile cashier counters are available around the store as well and the fifth check-out point is a dedicated one located at the personalisation counter catering to those opting for customised services. By providing options for customers to complete their purchases swiftly, each visitor can effectively finalise their transactions and proceed with their schedule without unnecessary delays – a plus for those in a rush to catch a flight.

“Jewel has become an iconic shopping destination for both locals and tourists alike. CHARLES & KEITH was thrilled when we were offered the opportunity to nearly double our space in the mall, allowing us to develop a bigger, more exciting retail concept experience – unique to both Jewel and Singapore,” said Keith Wong, Founder and Chief Operating Officer of CHARLES & KEITH.

Discover the new store experience and shop CHARLES & KEITH’s latest Fall collection at the Jewel, Changi Airport flagship.

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Note to editors:

Discover the new store 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.