

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH AND BLVCK PARIS JOIN FORCES WITH BOLD NEW COLLABORATION THAT REIMAGINES REALITY

SINGAPORE, 20 September 2024 — CHARLES & KEITH is thrilled to announce an unprecedented collaboration with BLVCK Paris, the lifestyle brand renowned for its bold 'All Black' designs. Founded in 2017 by visionary French designer Julian O'hayon, BLVCK Paris has become synonymous with the 'All Black Lifestyle,' offering apparel, accessories, and leather goods that revolutionized the industry and transcend traditional fashion norms. BLVCK champions a lifestyle where quality and design merge seamlessly and living life on your own terms is paramount. The collaboration with CHARLES & KEITH represents a shift in culture and reflects a shared commitment to reimagining reality by pushing boundaries and redefining style.

The #CharlesKeithxBLVCK collection is an exploration of the delicate intersection between physical and digital landscapes. With a focus on uncommon proportions and unexpected moments, this collaboration pushes one to experience fashion in a way that challenges the conventional perceptions of reality.

The collection features four bold pieces: a pair of sleek, gender-neutral black boots, two versatile black bags, and a statement-making black teddy bear charm. Each item embodies the utilitarian yet stylish ethos that both brands are known for, making them perfect for individuals who navigate their lives with a blend of functional and a cutting-edge style of ever-evolving self-expression.

Building on the overarching concept of reimagined realities, the brand has introduced a series of specially created AI-generated assets. These digital creations feature the collaboration products set against surprising and unconventional backdrops, further exploring the theme of juxtaposing the ordinary with the extraordinary.

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Launching exclusively online, the CHARLES KEITH x BLVCK collection will be available for registration on 25 September, followed by a pre-sale on 27 September, and an official release on 1 October. Additionally, selected CHARLES & KEITH and BLVCK stores in notable fashion cities will be transformed into experiential spaces, offering customers the opportunity to try on the products whilst immersing themselves in the collaborative range. These spaces echo the collection's theme by blurring the lines between the physical and digital realms, encouraging visitors to reimagine what reality can be and to experience fashion through a new lens. Keep an eye out for the announcement of the next cities!

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Media Relations:

CHARLES & KEITH Global Press Office

Phone: +65 6590 7700

Email: PublicRelations@charleskeith.com

Note to editors:

Discover the new CHARLES KEITH x BLVCK 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.

About BLVCK Paris

BLVCK Paris is a luxury lifestyle brand founded in 2017 by French designer Julian O'hayon. The brand has developed an engaged community of millions of social media followers and customers worldwide. Blvck is known for its 'All Black' clothing, accessories, and digital goods. Blvck strives to pioneer an aspirational lifestyle from visual content to merchandise, pursuing quality and design. To date, the brand opened stores worldwide in California, Tokyo, Taipei, Taichung, Hong Kong and Macau.