

CHARLES & KEITH

PRESS RELEASE



CHARLES & KEITH OPENS DOORS TO ITS LARGEST GLOBAL BOUTIQUE WITH FLAGSHIP CONCEPT IN CHENGDU, CHINA

CHENGDU, CHINA, 10 September 2024 – CHARLES & KEITH takes its global presence to new heights with the grand opening of its inaugural flagship store in China, in the city of Chengdu. Renowned as the Design Capital of China, Chengdu offers the perfect setting for the brand's debut Maison in the market, with its stunning architectural landscape and vibrant spirit. Embracing the brand's signature blend of sophistication and style, the store is uniquely designed to capture the essence of the city while staying true to the brand's minimalistic and elegant codes. The brand's fourth flagship – the largest of all its global boutiques – marks the brand's commitment to elevating its retail experience and strengthening its presence in the Asian market.

The CHARLES & KEITH Chengdu flagship store introduces a breathtaking duplex retail space, spanning an impressive 564 square meters. A standout feature of the store is its exterior, adorned with lush greenery and stone-like seating, reminiscent of a tranquil zen garden. This element offers customers a fresh and immersive retail experience, redefining the traditional concept of a store façade and provides shoppers with a uniquely serene respite from the bustle of the city. Chengdu-exclusive features were also integrated into the store to honour the local culture and provide a one-of-a-kind shopping experience.

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Another focal point is a commissioned art piece by painter, Zhao Wei. Aptly named "Good Time", the captivating artwork highlights the laidback versatility of the Charlot bag and adds a touch of creativity to the ambiance of the boutique, demonstrating the brand's unremitting pursuit of art and design.

Bag enthusiasts will be delighted by the first floor's wide array of product options and customisation services. Here at the CHARLES & KEITH personalisation counter, customers are encouraged to express themselves and elevate their purchases with embroidered initials, charms, bag straps and trinkets. This service not only celebrates the spirit of creativity and individuality, but also provides an added personal flair to create a more thoughtful experience to gifting.

On the second floor, a full spectrum of shoes is displayed, including a curated selection of the premium *L'initial* line. The open-concept space also features plush, spacious resting areas for lounging, rendered in tasteful pops of colour to create an inviting atmosphere.

To celebrate the grand opening of the new flagship store, exclusive iterations of the Giant Panda – a Chengdu icon – were also integrated into the store's design, providing a photo worthy moment to all customers, who can additionally enjoy limited-edition gifts, including Giant Panda-themed blind boxes and ornaments, from August 30 to September 30.

Discover the new store experience and shop the CHARLES & KEITH's Fall 2024 collection at the Chengdu flagship store.

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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.

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