

CHARLES & KEITH

PRESS RELEASE

CHARLES & KEITH CELEBRATES THE YEAR OF THE SNAKE WITH LUNAR NEW YEAR COLLECTION INSPIRED BY REBIRTH AND BOLD EVOLUTION



SINGAPORE, 10 December 2024 – CHARLES & KEITH ushers the Lunar New Year with a campaign collection inspired by the transformative energy of 2025's zodiac animal: the Wood Snake. According to the Chinese zodiac, the snake is a symbol of wisdom, rebirth, and resilience, while the element of wood signifies growth, flourishing potential, and connection to nature. Together, they represent a time of a bold evolution – as visually articulated in this year's seasonal campaign, which redefines traditional celebration with an unconventional, elevated perspective. Anchored by themes of renewal, the thoughtfully designed selection of accessories is a modern exploration of festive style.

The Lunar New Year campaign is set against a minimalist backdrop of luminosity and rich hues of red, reflecting the duality of tradition – with sleek chinoiserie details across the capsule – and modernity, with images shot with a contemporary lens. Featuring a lineup of slip-ons and Mary Janes in a seasonal palette of crimson red and timeless black, intricate oriental knots adorn shoes, representing auspiciousness, good luck, and beauty, adding a refined touch to the silhouette. The bags, crafted in jacquard brocade, range from chic mini, shoulder and bucket styles, offering a practical yet versatile option to complete any Lunar New Year outfit. As we celebrate familial bonds, matching shoes for little ones are available as well for moms to create adorable, coordinated looks that bridges generations during the festivities.

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In addition to the Lunar New Year capsule, CHARLES & KEITH presents a curated collection of options to further complement festive outfits. The bags come in shades of cream, red, light pink, plum, striking the perfect balance between infusing customary colours associated with New Year and modern sophistication. Among the highlights are sneakers, sandals, and Mary Janes in a silver finish, which symbolizes clarity and a fresh start, allowing for an experimental way to celebrate the occasion and to transition effortlessly from tradition to the urban jungle.

The campaign also takes an innovative approach by reimagining the iconic, classic snake game as part of its design inspiration. Incorporating pixelated elements and knot motifs, the blend of reality and virtual fantasy adds a light-hearted dimension to the campaign while staying true to its theme of evolution and renewal. To make the season even more special, CHARLES & KEITH is offering red packets with every purchase during the Lunar New Year campaign period. These red packets, a token of good fortune, is a meaningful gesture to wish customers prosperity and happiness in the year ahead.

The Lunar New Year collection will be available in retail stores and on CHARLESKEITH.COM from January 2025.

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Note to editors:

Discover the new CHARLES & KEITH Lunar New Year 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.