

# CHARLES & KEITH

## PRESS RELEASE

### MODERN FEMINITY MEETS ROMANCE IN FULL BLOOM FOR CHARLES & KEITH'S VALENTINE'S DAY 2025 CAMPAIGN

SINGAPORE, 15 January 2025 – This Valentine's Day, CHARLES & KEITH celebrates love and explores the notions of connection with its latest campaign collection. Radiating warmth and inspiration through imagery that reflects signs of affection and meaningful relationships, the campaign encapsulates cherished gestures of love and gifting moments that create lasting memories.

The Valentine's Day capsule features hyper feminine and romantic silhouettes, embracing a pastel colour palette and rich, passionate shades. The classic Mary Janes are reimagined in hues of deep burgundy, as well as easy to match monochromatic black and white, and a light-hearted baby pink, perfect for day to date night transitions. For a more casual alternative, the Heart Sheer-Lace Sneakers offers a nod to the season of love with delicate lace detailing for relaxed dates. Evoking the nostalgic charm of helium heart balloons, the Metallic Heart Clutch adds playful flair as a statement of joy and affection. Spotlights in a heartfelt greeting video, actress Han So Hee captures the essence of love and individuality with ease.

The brand celebrates the season of love with the Valentine collection, further complemented by the Bloom and Bow Capsules.

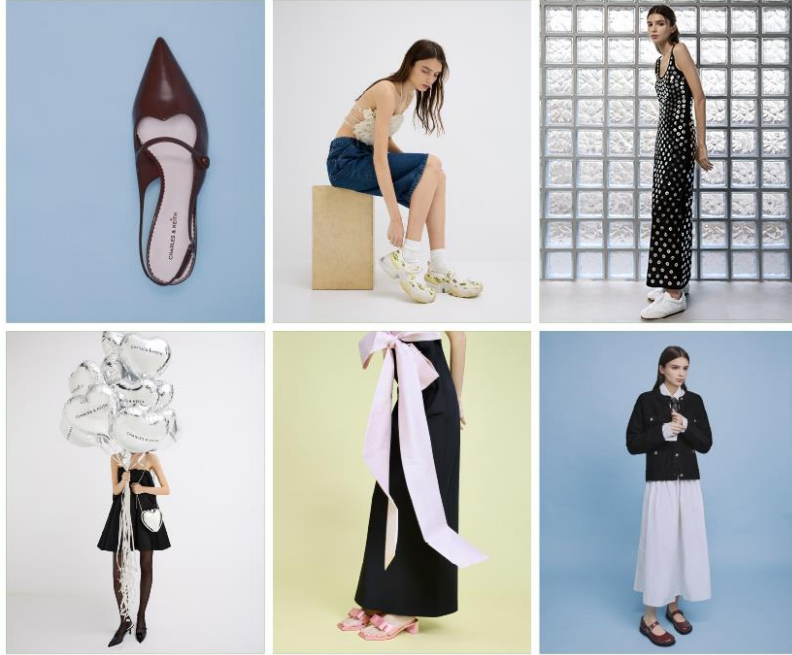
Inspired by the beauty of spring, the Bloom Capsule infuses a sense of freshness and romance to everyday essentials. Floral motifs and a play of textures adorn shoes and bags, creating a seamless blend of comfort and style. Soft pastel accents elevate Mary Jane sneakers, platform sandals, and mules, making this capsule an ideal choice for uplifting your seasonal wardrobe with a feminine flourish.

The Bow Capsule taps into the resurgence of modern femininity with a refined twist and highlights bold oversized ribbons in rich, saturated tones. With shades of vibrant flamingo pink and a crimson red in satin finishes, the collection includes versatile tie-around ankle-strap flats that effortlessly enhances your romantic look. Coordinating bags with bow detailing complete the capsule, offering a confident and timeless expression of love in all its forms.

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Whether through love notes expressed with gifting or subtle gestures of love, the Valentine's Day collection is a tribute to creating meaningful memories during this season of affection. Explore the collection in retail stores and on [CHARLESKEITH.COM](https://www.charleskeith.com) from January 2025.

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Love,   
CHARLES & KEITH

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## Note to editors:

Discover the new CHARLES & KEITH Valentine's Day 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.