

# CHARLES & KEITH

## **CHARLES & KEITH debuts retail experience commission with Singaporean multi-disciplinary artist Robert Zhao in Hong Kong**

*HONG KONG, 26 MARCH 2025* – CHARLES & KEITH is pleased to announce the launch of 'Museum of Everything Else', a retail experience commission in collaboration with renowned Singaporean multi-disciplinary artist Robert Zhao Renhui. Following CHARLES & KEITH Group Foundation's support for the Singapore Pavilion at the 60th International Art Exhibition of La Biennale di Venezia where Zhao represented the city state, the brand deepens its commitment to fostering artistic dialogue with the reimagination of its retail space with this Artist In Residence project.

Titled 'Museum of Everything Else', the project sits under Zhao's artistic organisation, The Institute of Critical Zoologists (ICZ), and will debut in Hong Kong at the CHARLES & KEITH's Fashion Walk boutique, coinciding with the city's Art Basel moment in March. The retail experience reflects the unique flora, fauna and animal life of its host city, offering visitors a multi-sensory journey into the hidden ecologies that thrive alongside urban nature.

"There has always been a natural synergy between fashion and the arts. CHARLES & KEITH has always aimed to debunk the myth that fashion is for the few, and we hope to advocate the same democracy when it comes to art. By bringing this special commission into our retail space, the intent is to create a less intimidating environment, where our customers can engage and enjoy the beauty of art in a way that feels approachable, and integrated into their everyday life," said brand co-founder, Keith Wong.

Through photography, video, and sculptural cutouts of urban-dwelling animals and plants, the project brings to life the stories of secondary forests — self-sustaining green spaces emerging in forgotten or repurposed areas of the city. Visitors will encounter the lives of birds, mammals, and other creatures that find shelter in these urban margins, offering a fresh perspective on the coexistence of nature and city life. The installation will engage the senses through custom-

## CHARLES & KEITH

patterned interiors, including bespoke wallpaper, digital screens, and acrylic cutout prints showcasing botanicals and wildlife that Zhao encountered in his research trip to Hong Kong, including spots such as the Mid-Levels and Lantau Island.

“In Hong Kong, I was struck by how nature persists in the most unexpected places—porcupines wandering just ten minutes from the city and cows resting on the beach, seemingly unbothered by their surroundings. These animals have adapted to a landscape shaped by dense urban development and steep, forested hills, finding ways to exist alongside human activity. This project with CHARLES & KEITH reflects on these encounters, highlighting the resilience of wildlife in a city where nature is never too far away,” Zhao detailed about the inspiration behind the commission.

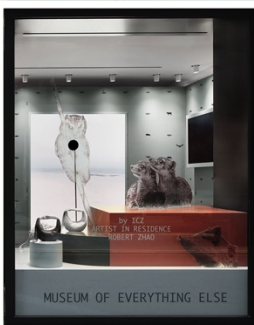
Adding a unique dimension, notes of Pine, Crushed Grass, Fresh Soil and Sea Breeze recollecting the olfactory experience from Zhao’s hikes, was created in partnership with a local perfumer, rounding out the immersive experience in-store with scent. Customers will also receive a series of city-specific postcards, designed by the artist, as keepsakes that celebrate the intricate connections between nature and the urban environment.

The brand has also teamed up with Zhao to create a market-exclusive bag: CHARLES & KEITH’s Micro Toni Knotted Crescent Hobo Bag has been updated to serve as wearable art, featuring the phrase “Wild Where You Are” embroidered on its iconic ribbon tie, along with a hand-painted porcupine — inspired by a native animal story uncovered during Zhao's field research at Black’s Link within the city centre, encapsulating how animals have found an urban presence even amongst the high rise. Limited to 50 pieces, 25 each in Noir and Chalk variations, the bags will be sold at the brand’s Fashion Walk boutique and online on [CHARLESKEITH.COM/HK](https://www.charleskeith.com/hk).

Discover CHARLES & KEITH’s ‘Artist In Residence’ at the Hong Kong Fashion Walk boutique, Shop 1 G/F 11-19 Great George ST & 27-47 Paterson ST, Fashion Walk, Causeway Bay, Hong Kong, from 26 March to 8 April 2025.

# CHARLES & KEITH

## CHARLES & KEITH



# CHARLES & KEITH

## Media Relations:

CHARLES & KEITH Global Press Office

Email: [PublicRelations@charleskeith.com](mailto:PublicRelations@charleskeith.com)

## Note to editors:

Discover the Artist In Residence project 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 Institute of Critical Zoologists (ICZ)

The Institute of Critical Zoologists (ICZ) is dedicated to advancing the critical study of the zoological gaze and relationship between humans and the natural world through

# CHARLES & KEITH

interdisciplinary research, artistic inquiry, and public engagement. Founded in 2008, on the belief that zoological studies extend beyond scientific observation, ICZ explores how cultural, political, and aesthetic perspectives shape our understanding of animals and biodiversity. Through collaborative projects, exhibitions, and publications, ICZ fosters dialogue across disciplines to reimagine human-animal interactions in contemporary society. The Institute works with artists, scientists, and scholars to address pressing ecological issues while challenging traditional narratives of wildlife and conservation.

## **About Robert Zhao**

Singaporean visual artist Robert Zhao Renhui works chiefly with photography but often adopts a multi-disciplinary approach, presenting images together with documents and objects in the form of textual and media analysis, video and photography projects. His artistic practice investigates man's relationship with nature, utilizing convincing narratives to invoke doubts in its audience towards the concept of truth and its portrayal. He represented Singapore in their national pavilion at the 60th Venice Biennale in 2024 and his works has been exhibited globally, including solo exhibitions in Singapore, China, Japan, Australia, Italy, and U.S.A.

