

CHARLES & KEITH

BRAND COLLABORATION WITH OTTOLINGER

CHARLES & KEITH

WE ARE...

PATRONS OF CREATIVITY

ENABLERS OF SELF-EXPRESSION

PURVEYORS OF JOY

BUILDERS OF ENTREPRENEURSHIPCO-CREATORS OF CULTURE





CHARLES & KEITH

THE BRAND

CHARLES & KEITH is a brand with a vision to empower women to express themselves through fashion by pushing the boundaries of modern footwear and accessories by constantly reinventing fashion with its curated collections. With its curated collections of modern footwear and accessories, CHARLES & KEITH has become an amalgamation of a diverse mix of cultures, tastes and styles that gives it a unique place in the world of fashion.

CHARLES & KEITH believes in social and environmental responsibility. Its efforts to support progress, sustainability and conservation include the use of Forest Stewardship Council (FSC) certified paper, as well as its collaborations with international organisations such as United Nations Entity for Gender Equality (UNWOMEN), Breast Cancer Foundation and World Wide Fund for Nature (WWF).

CHARLES & KEITH RETAIL FOOTPRINT

EUROPE
ONLINE STORE
LONDON

ASIA
>550 STORES
SINGAPORE | CHINA | HONGKONG | MACAU |
TAIWAN | KOREA | JAPAN | PHILIPPINES | INDONESIA |
MALAYSIA | THAILAND | VIETNAM | CAMBODIA

SOUTH ASIA
INDIA | SRI LANKA | PAKISTAN

MIDDLE EAST
>80 STORES
UAE | SAUDI ARABIA | BAHRAIN

> 600
RETAIL STORES

> 30
RETAIL MARKETS

> 50
ONLINE MARKETS

FALL WINTER 2022 CAMPAIGN



ITZY GLOABL BRAND AMBASSADOR

Launched our first signature product - Lucile Boots, Zadie Bag & Charlot Bag.
With it iconic style in design, let the fashion lover having more choice to curate for a unique look.





SPRING SUMMER 2022 CAMPAIGN



KRYSTAL

GLOABL BRAND AMBASSADOR

Launched our first signature product - Lucile Boots, Zadie Bag & Charlot Bag.
With it iconic style in design, let the fasion lover having more choice to curate for a unique look.

INTERNATIONAL CELEBRITIES & INFLUENCERS



GIGI HADID
SUPERMODEL



MASIE WILLIAMS
ACTRESS



LIZ
SINGER



LAUREN COHAN
ACTRESS



LIU WEN
SUPERMODEL



NO:ZE
DANCER



KELLY ROWLAND
SINGER & ACTRESS



SOMA SARA
ACTIVIST



LILY MCMENAMY
MODEL



MADISON BEER
SINGER



RITA ORA
SINGER



MIMI WEBB
SINGER-SONGWRITER

INTERNATIONAL CELEBRITIES & INFLUENCERS



AIMEE SONG
STYLE INFLUENCER



MIA REGAN
MODEL



REESE BLUTSTEIN
STYLE INFLUENCER



BAE YOON YOUNG
MODEL



POPPY ALMOND
ILLUSTRATOR



MARIE
STYLE INFLUENCER



LILY MAY MAC
STYLE INFLUENCER



JACQUELINE ZELWIS
STYLE INFLUENCER



SIERRA RENA
FASHION DESIGNER AND
STYLIST



JUSTINE SORANZO
MODEL



AMI & AYA
CREATIVE DIRECTORS



ALYSSA COSCARELLI
FASHION WRITER

OUR PLATFORM: BAND OF ICONS

PURPOSE

A space for creators of cult to solidify icons of tomorrow and explore creativity

PILLARS OF CREATIVES

Artists who move culture forward
Van Gogh

FASHION’S NEXT GENERATION

Cecilie Bahnsen
Shu Shu Tong (Q1 2022)
Coco Capitan (Q3 2022)
Both Paris (Q4 2022)

ARTISTES THAT INSPIRE

Krystal Jung
ITZY



OUR PLATFORM: BAND OF ICONS



MOTIFS & VALUES



COLLABORATIVE
NEW MEDIA



ENABLE
ENTREPRENEURSHIP



AMPLIFICATION,
AWARENESS &
ACCESSIBILITY



TACTILE OWNERSHIP
OF ICONS

BAND OF ICONS: KEY PRINCIPLES

SUPERCARGE AND SOLIDIFY ICONS

CREATIVITY FOR DISCOVERY AND ENTREPRENEURSHIP

INTERSECTION OF CULTURE, ARTS AND FASHION

TO BE INCLUSIVE YET EXCLUSIVE





b t h
CHARLES & KEITH

BAND OF ICONS: PAST COLLABORATIONS, BOTH



BOTH X CHARLES & KEITH
PARISIAN-BASED INDEPENDENT FOOTWEAR BRAND

both is a Parisian-based independent footwear brand that fuses streamlined designs with a one-of-a-kind rubber technique, championing innovative shoe design with a unique globalised branding and artistic approach. With an ever-evolving and contemporary artistic value and a freshened “east-meets-west” attitude at its roots, both extends its footprint across the world, and continues to engage with an inter-connected global audience while launching collaborative projects.

The both x CHARLES & KEITH collection, centred around 90s punk vibes and urban-chic streetwear aesthetics, is a modern take on the art of imperfection. Reflecting the innovative and experimental design ethos that the two brands share, the bags and shoes in this exclusive range exude a unique retro-futuristic mood.

BAND OF ICONS: PAST COLLABORATIONS, BOTH



BOTH X CHARLES & KEITH

PARISIAN-BASED INDEPENDENT FOOTWEAR BRAND

Available in black, white and a special print - created by layering gold marble foil over a lemon-yellow background - this collaborative collection features iconic grunge elements, such as androgynous shoe styles and distinctive metallic details, that give a nod to the transgressive 90s social movement while celebrating the youthful zeal of the current generation.



b t h
CHARLES & KEITH



BAND OF ICONS: PAST COLLABORATIONS, BOTH



Un-commonplace Things GUERRILLA ACTIVATION AT PFW

From September 28th to October 4th, 'Un-commonplace Things' a moving art installation, wild posting and tagging guerrilla activation took over the city of Paris, immersed in the excitement and energy of Paris Fashion Week.

The activation targeted high profile fashion shows including Chanel, Louis Vuitton and Valentino, and Paris' trendiest neighbourhoods, frequented by the international fashion community, including République and Le Marais.

BAND OF ICONS: PAST COLLABORATIONS, COCO CAPITÁN



COCO CAPITÁN X CHARLES & KEITH
SPANISH-BORN ARTIST

Capitán was born in Seville, Spain and is currently based in London, England. Known for her acutely intimate and emotive portraits, her art practice straddles the fine art and commercial art worlds, and includes photography, painting, and prose. She has produced editorial and commercial collaborations with major fashion brands, and her work has appeared in numerous high-profile magazines.

COCO CAPITÁN X CHARLES & KEITH collection features androgynous and structured silhouettes that serve as a canvas for her art, while reflecting the sensibilities and understated elegance of CHARLES & KEITH's design aesthetic.





BAND OF ICONS: PAST COLLABORATIONS, SHUSHU/TONG



SHUSHU/TONG SHANGHAI-BASED FASHION LABEL

The SHUSHU/TONG x CHARLES & KEITH capsule collection features two pairs of bags and shoes centred around the key motif of the rose, exploring its ephemeral beauty, fragility and charm. The unique imagery of the rose embodies the SHUSHU/TONG brand DNA — where the modern woman and unabashedly feminine details are juxtaposed — merged with the sensibilities and understated elegance that form the bedrock of CHARLES & KEITH's design ethos.

THE TARGET AUDIENCE

WHO IS SHE?

18-30 years old

An individual who is bold and experimental, embodying a distinctive sense of style. Way of dress involves blending elements of deconstruction, asymmetry, and a mix of textures, representing an evolving form of self-expression. She is a digital girl who enjoys sharing fashion content online.

WHAT ARE HER PASSION POINTS?

An unconventional individual who values innovation and individuality, frequently seeking pieces inspired by art, music and pop-culture.

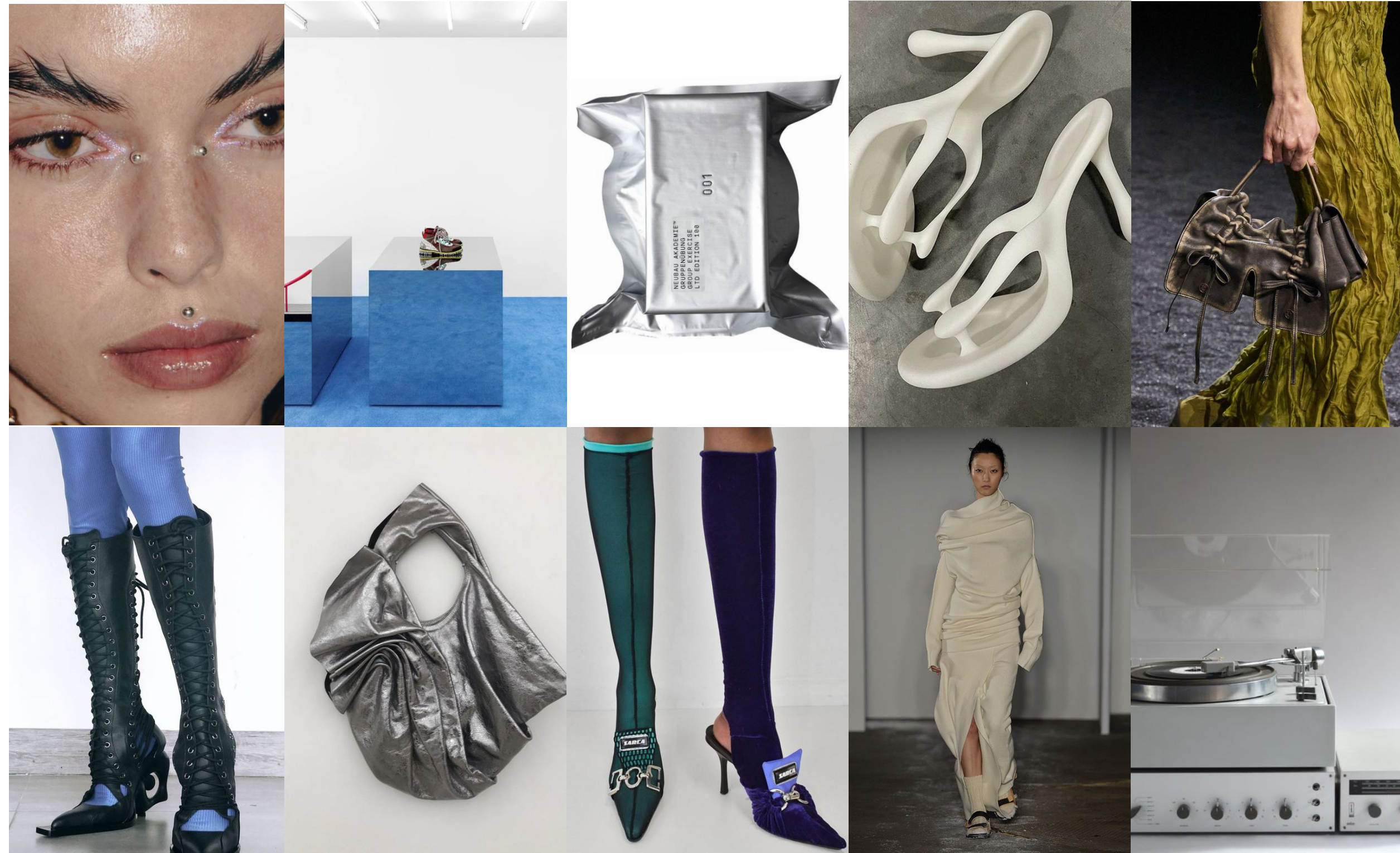


COLLABORATION LOGO



CHARLES & KEITH

COLLABORATION CONCEPT



THE CODES OF DISRUPTIVE FEMININITY

Fusing the fashion house's values of uncompromised creativity and individuality, Ottolinger and CHARLES & KEITH can introduce conceptual fashion to everyone and challenge what fashion can be.

Keywords: Deconstruction/forms & shapes/minimalist/dystopian/refined sculptures

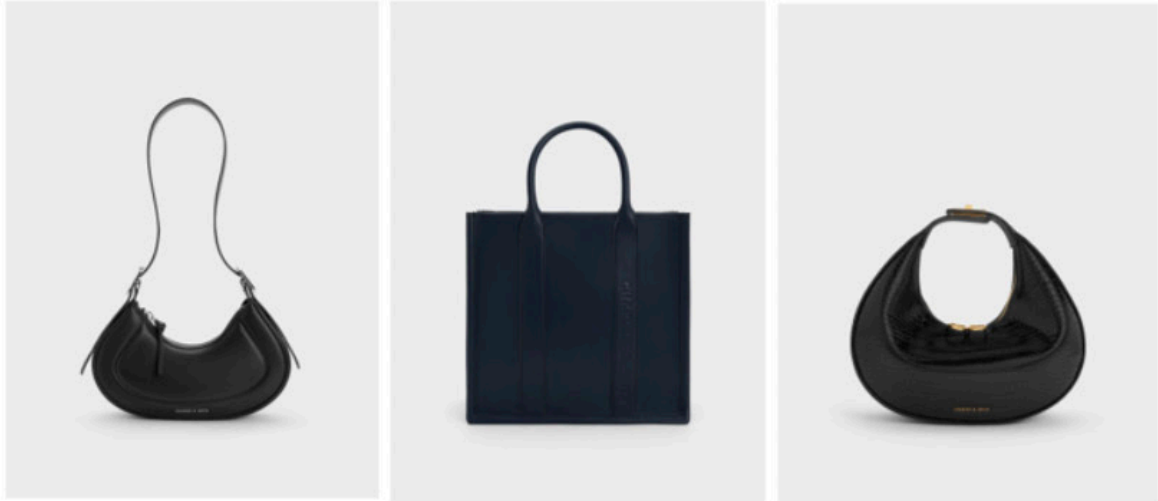
COLLABORATION PRODUCTS CONCEPT

OTTOLINGER’S DESIGN ELEMENTS

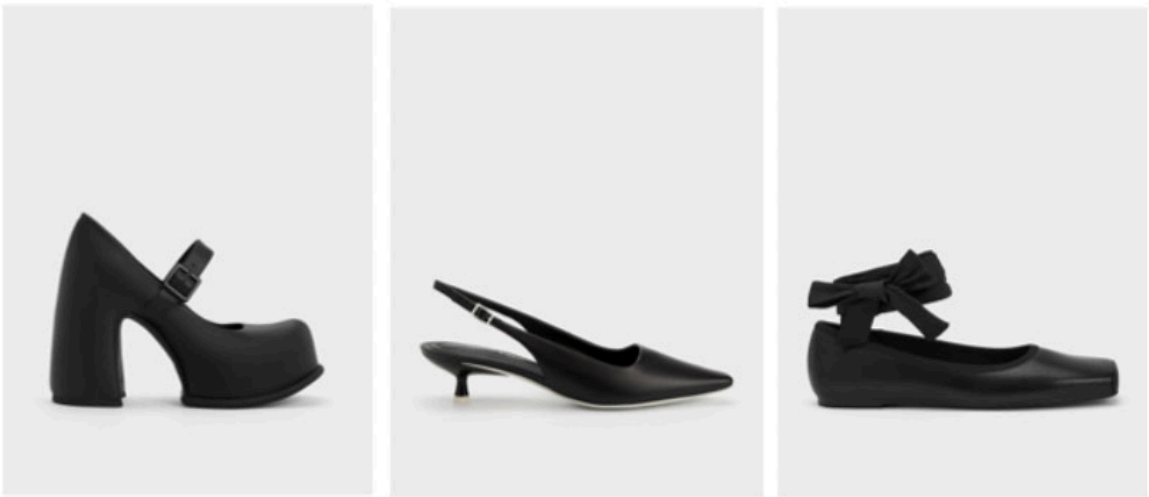
Combining both brand’s elements and using crafts and techniques to recreate/reconstruct/even create a detachable 2 design in 1 product which introduces the brand a new identity using unique material for CHARLES & KEITH bags, shoes, small leather goods or lifestyle products.

COLLECTION: 6 ARTICLES – 2 SHOES, 2 BAGS, 2 LIFESTYLE/ACCESSORIES

PROPOSED BAGS



PROPOSED SHOES



PROPOSED ACCESSORIES



PROPOSED SUNGLASSES



PROPOSED LIFESTYLE PRODUCTS



COLLABORATION AMPLIFICATION

PROPOSAL

1. FASHION WEEK: RUNWAY TEASING OUR COLLABORATION PRODUCTS
2. CAPSULE COLLECTION: SHOES, BAGS, LIFESTYLE
3. 3RD PARTY E-TAILER: COLLABORATION WITH SSENSE FOR LAUNCH EVENT
4. 3RD PARTY RETAILER: MARKET FOCUSED POP UP



TEASER RUNWAY: PFW

Collaboration products
to be showcased at
Ottolinger's runway

LAUNCH EVENT: SSENSE @ PARIS

3rd Party E-tailer
Ottolinger Stockist

POST-LAUNCH: POPUP @ PARIS

3rd Party Retailer
OOH/Ottolinger Stockist

TEASER RUNWAY: PARIS FASHION WEEK SS'25

Leveraging on Ottolinger's seasonal runway shows to feature collaboration products can serve as an introduction to the collaboration and increase brand exposure to a diverse and broader audience.

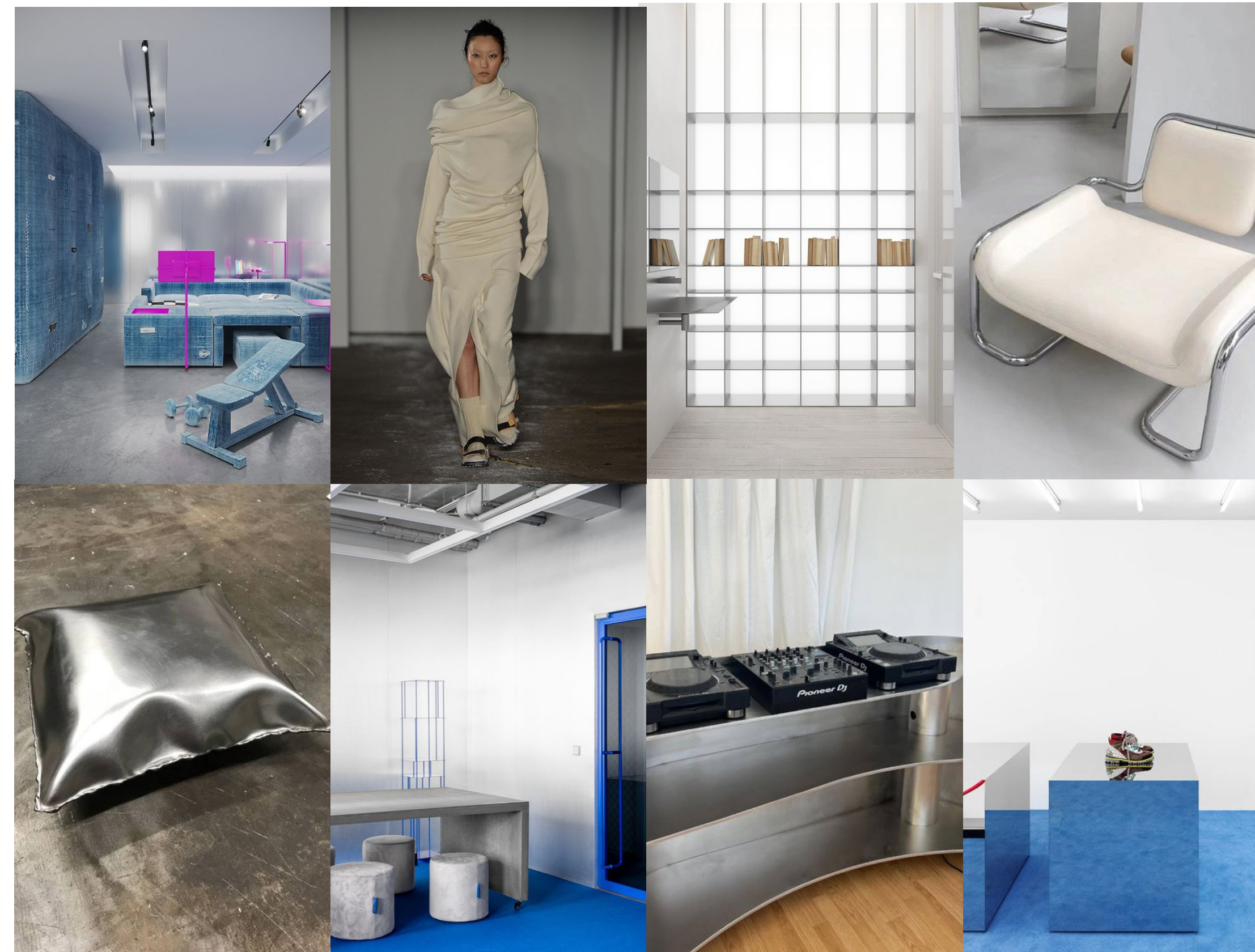


COLLABORATION AMPLIFICATION

POP-UP LAUNCH EVENT

Moodboard direction: A retail exclusive pop-up to feature the CHARLES & KEITH x Ottolinger collaboration range with experiential music features to tie back to Ottolinger's music inspiration. Invited guests would have early access to the collection.

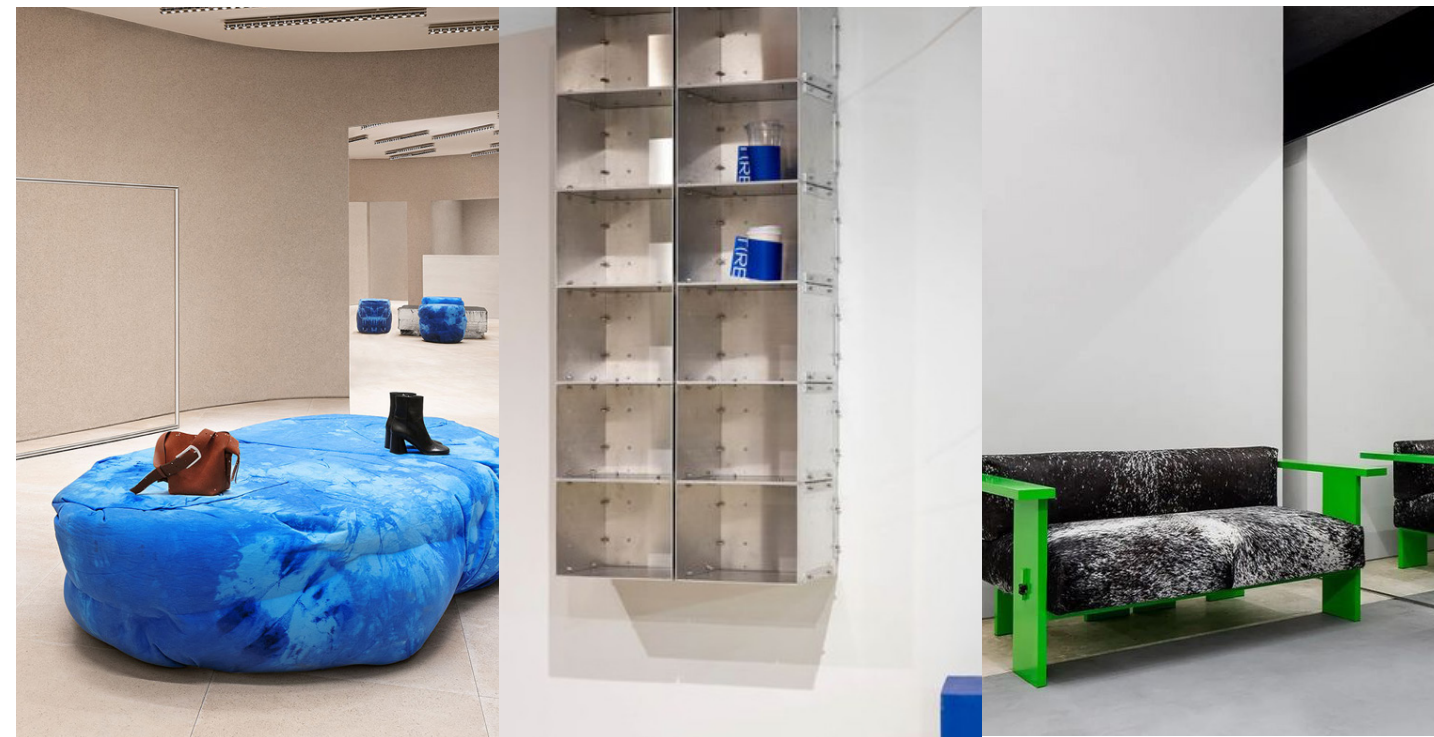
Keywords: Sleek, contemporary, defined, cool, clean, bold, deconstructed



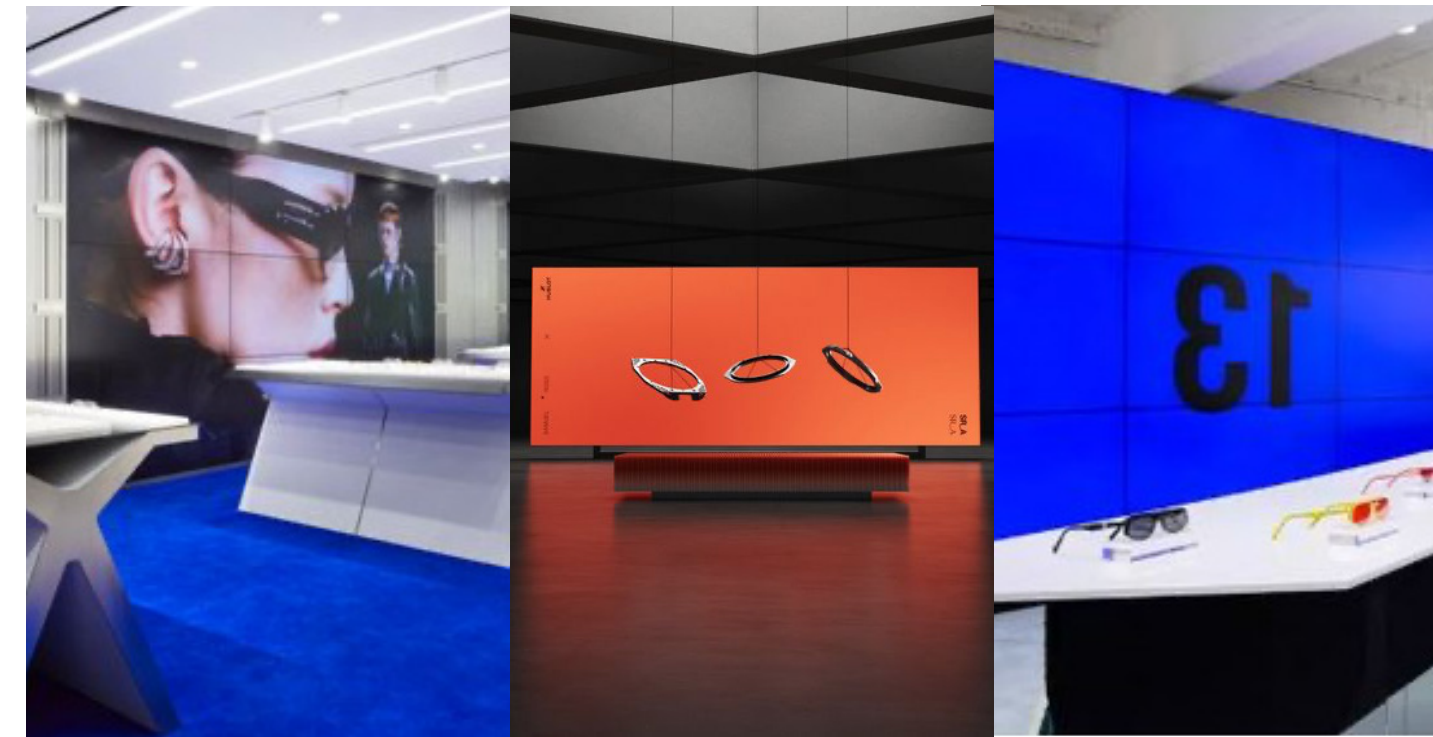
COLLABORATION AMPLIFICATION

IN-STORE SPACE & PROPS/SET-UP

1) Gun metal/contemporary/bold furniture



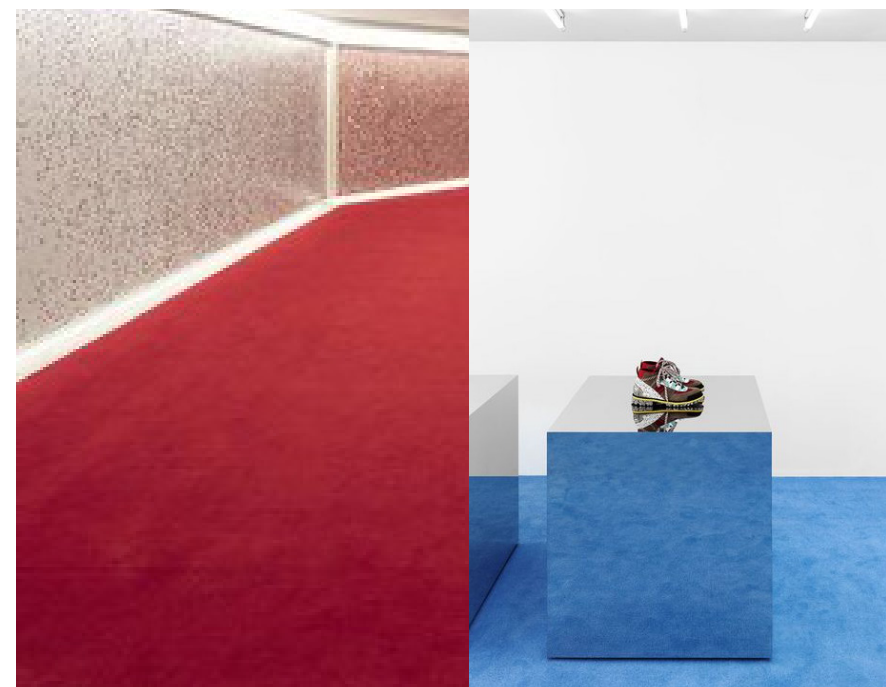
2) LED wall feature



3) DJ Booth



4) Colored carpets with brand logo



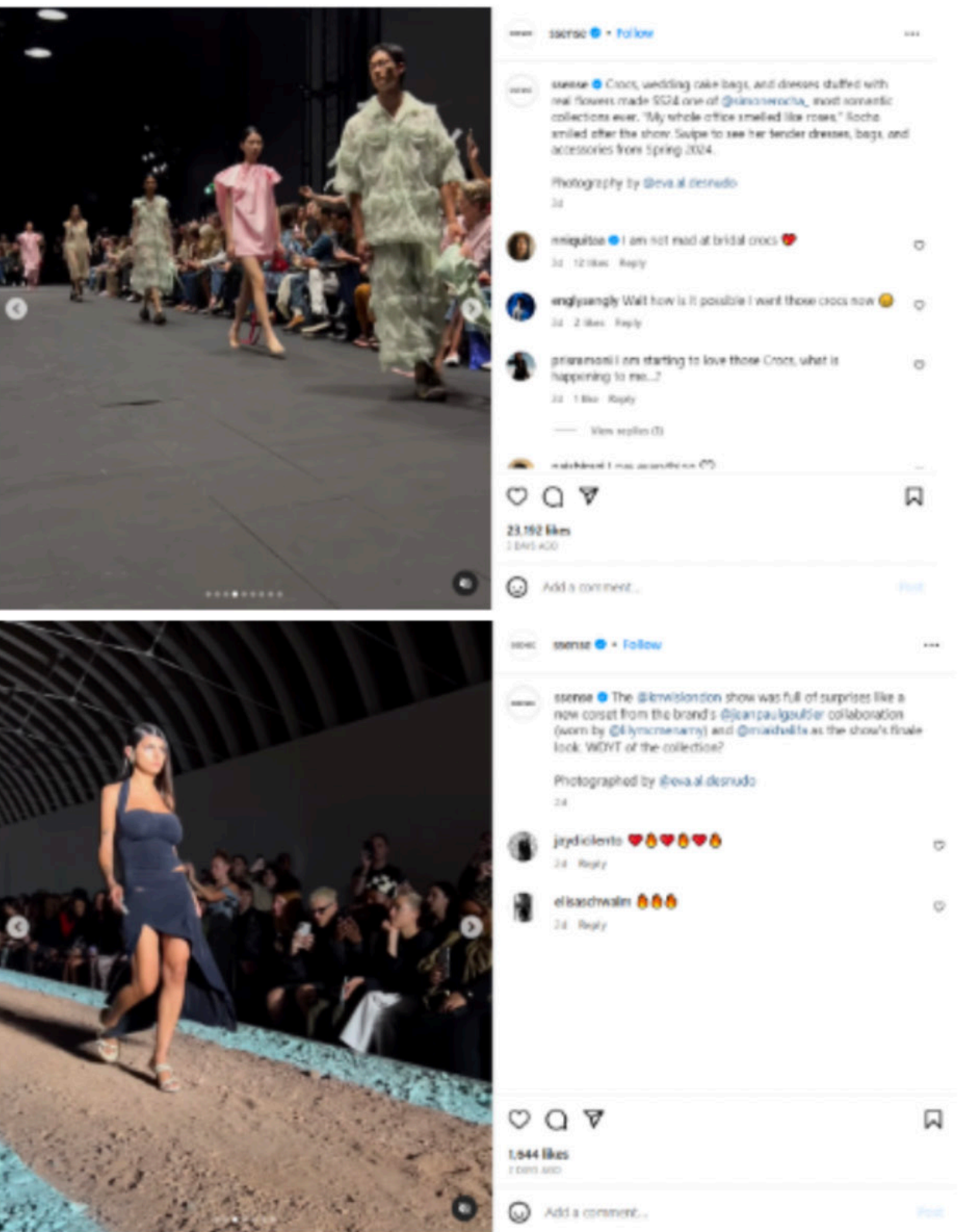
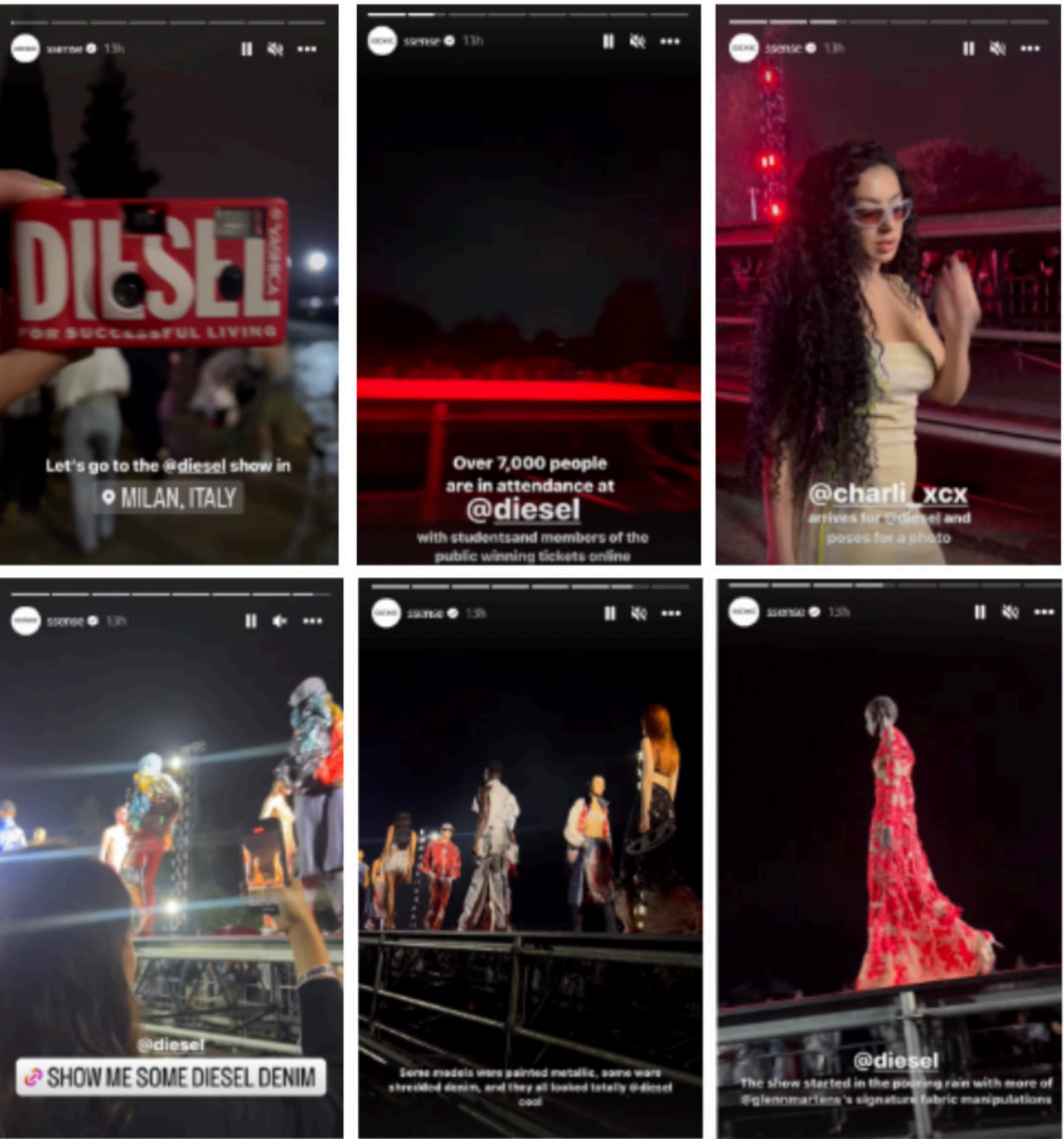
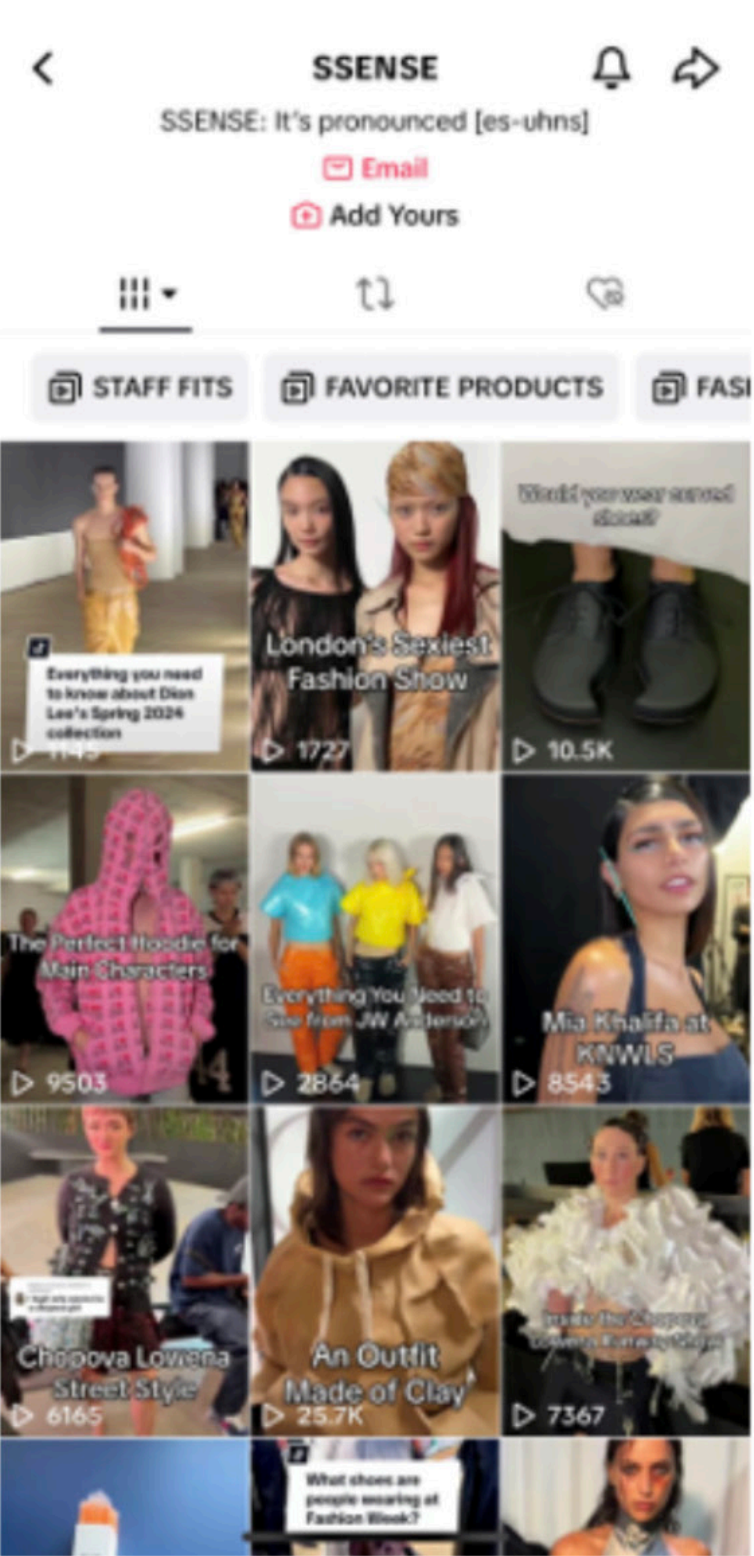
5) Life-size bag installation



COLLABORATION AMPLIFICATION

THIRD PARTY E-TAILER: SSENSE

Live Fashion Week coverage on TikTok and Instagram



COLLABORATION AMPLIFICATION

THIRD PARTY E-TAILER: SSENSE

Utilizing SENSE's exclusive content, showcasing the collaboration on the multi-brand retailer's platform can effectively introduce it to various customer profiles.



SSENSE Exclusive Content for JPG x KNWLS



HYSTERIC GLAMOUR HYSTERIA IS BACK

Fashion | Jan 30

Exploring the enduring appeal of the original and irreverent Japanese brand



THE A-Z GUIDE TO BAPE

Fashion | Feb 10

Everything you need to know about the Japanese brand on its thirtieth anniversary.

Editorial Features



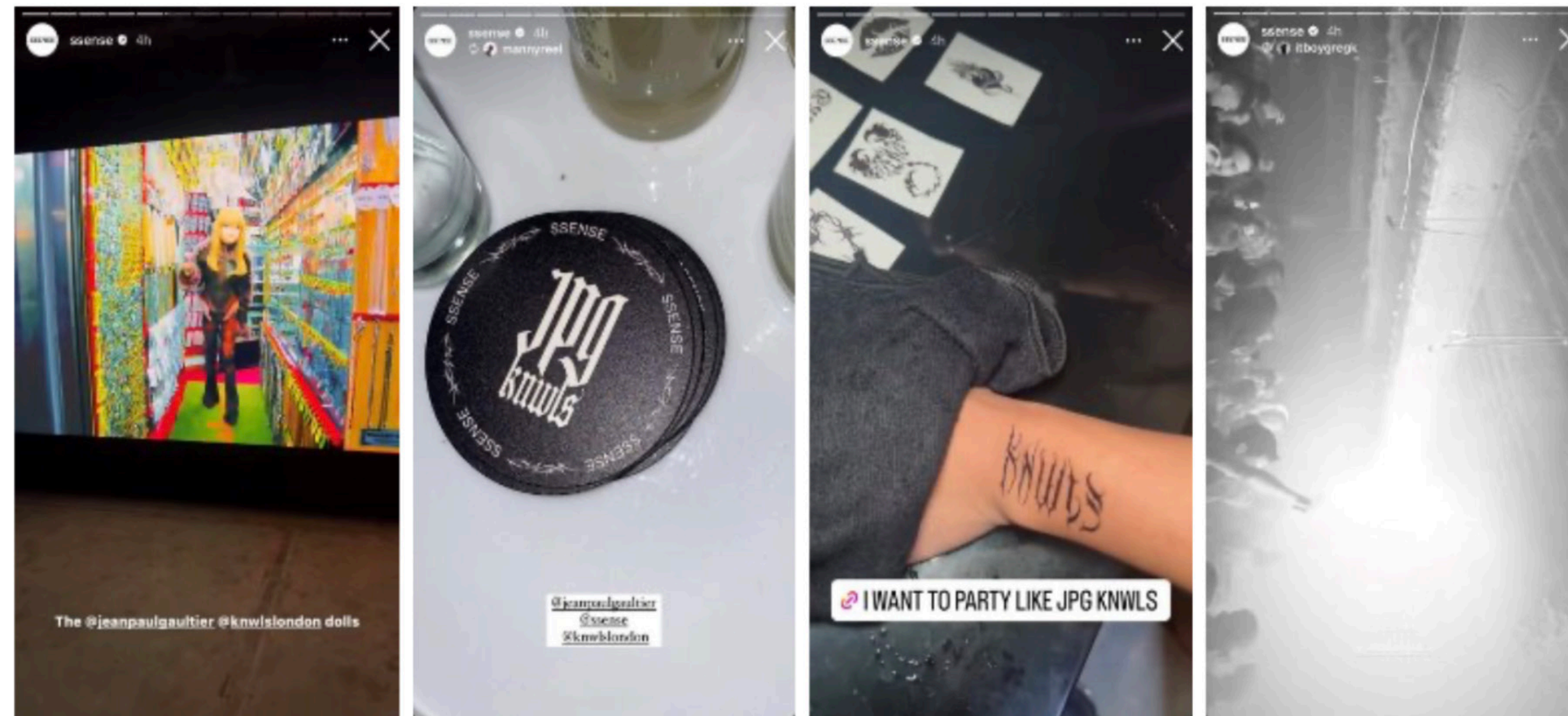
TikTok Content

COLLABORATION AMPLIFICATION

LAUNCH EVENT WITH SSENSE

To engage Ssense for CHARLES & KEITH's launch party, leveraging on their contacts and relevancy amongst the Gen Zs.

Past events: JPG x KNWLS Collaboration Launch, JW Anderson Sneaker launch



SSENSE Published Content, Branded Elements – food, drinks & cutlery,
Activity Booth – temporary tattoos of collaboration motifs, DJ Set

COLLABORATION AMPLIFICATION

LAUNCH EVENT WITH SSENSE

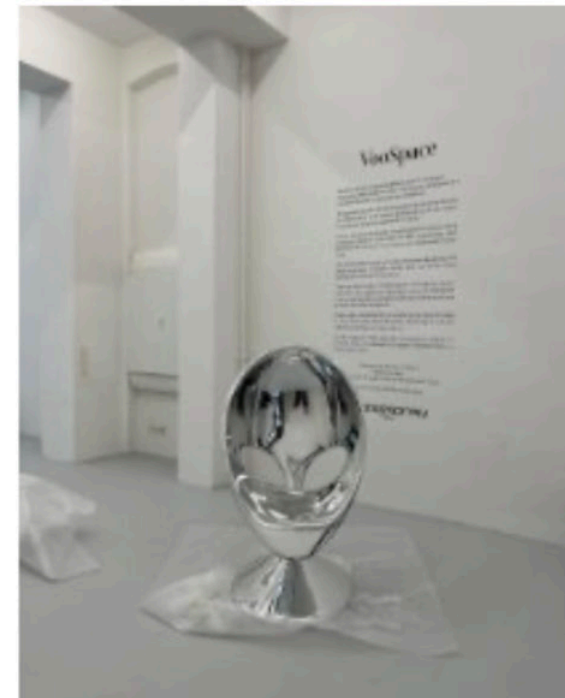
Star Studded Event - Designer of KNWLS, Julia Fox, Ice Spice, Dojacat & more



COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 1: DE BERLIN



VOO STORE FOR CHARLES & KEITH

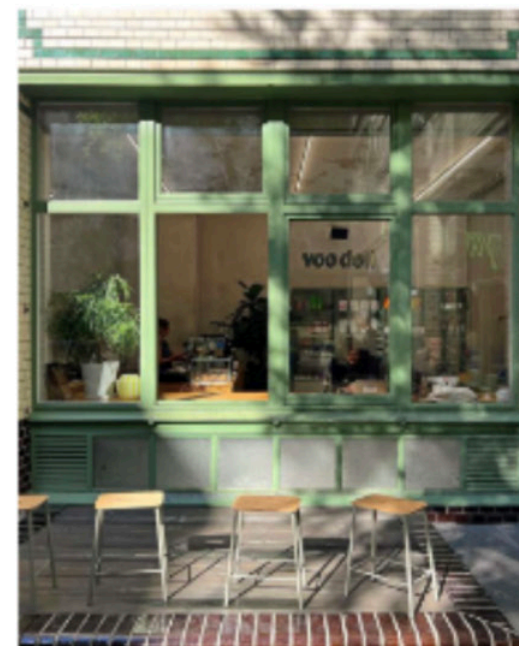
Tapping on Voo Store's physical space for brand visibility and reaching to a new audience. To establish a strong brand identity in the market.

Work with VooDeli to create limited time only collaboration bites – coffee, pastries, cookies etc.

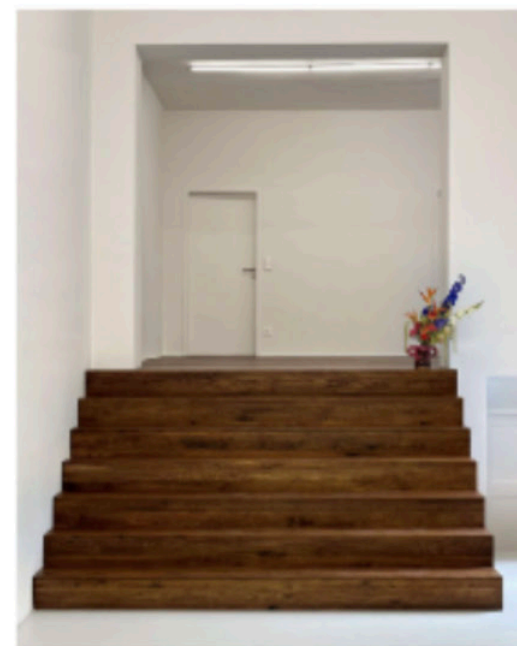
Voo Store is a stockist of Ottolinger.



VooStore



VooDeli



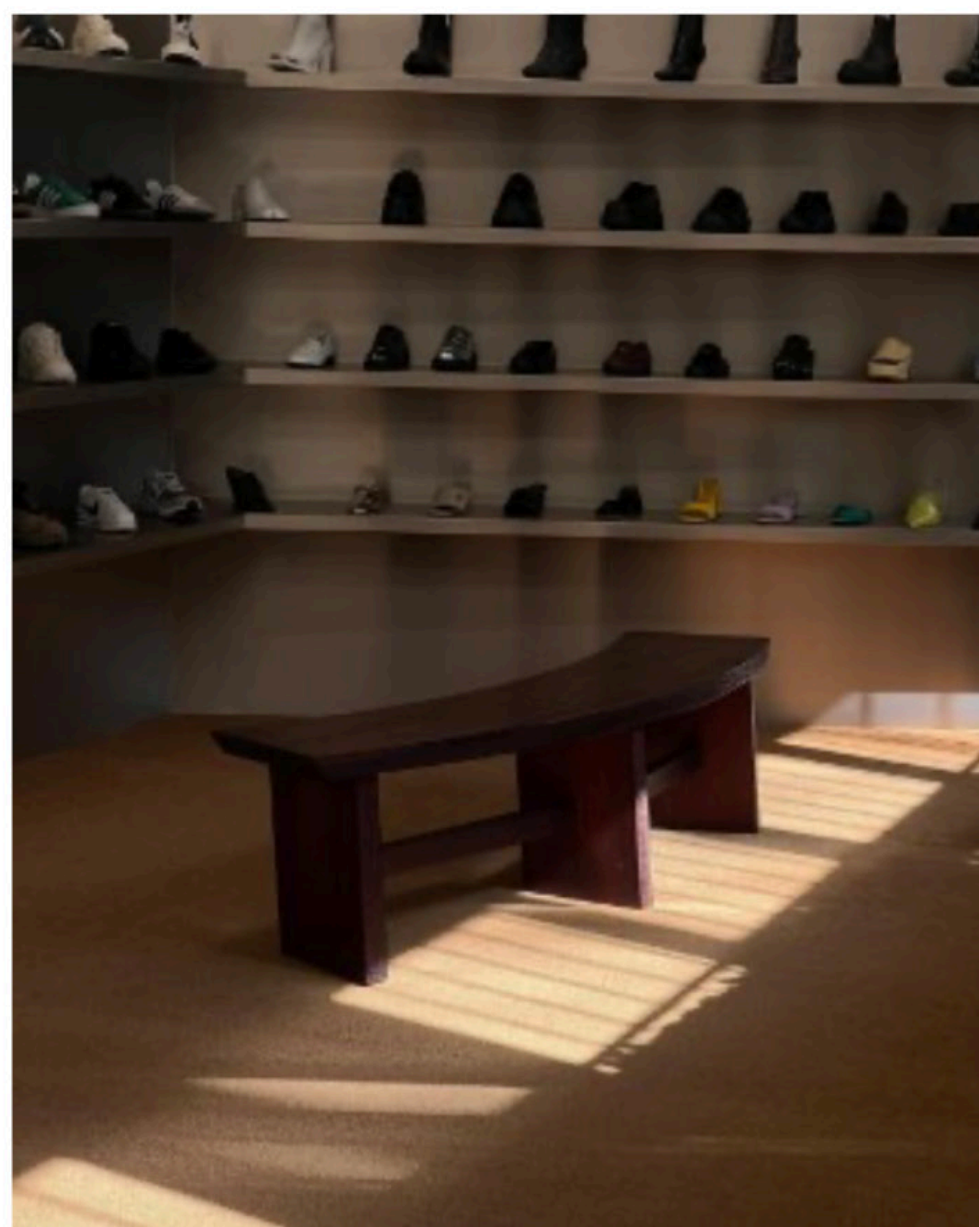
VooSpace

Voo Store, Luxury Fashion Concept Store
Berlin, Germany

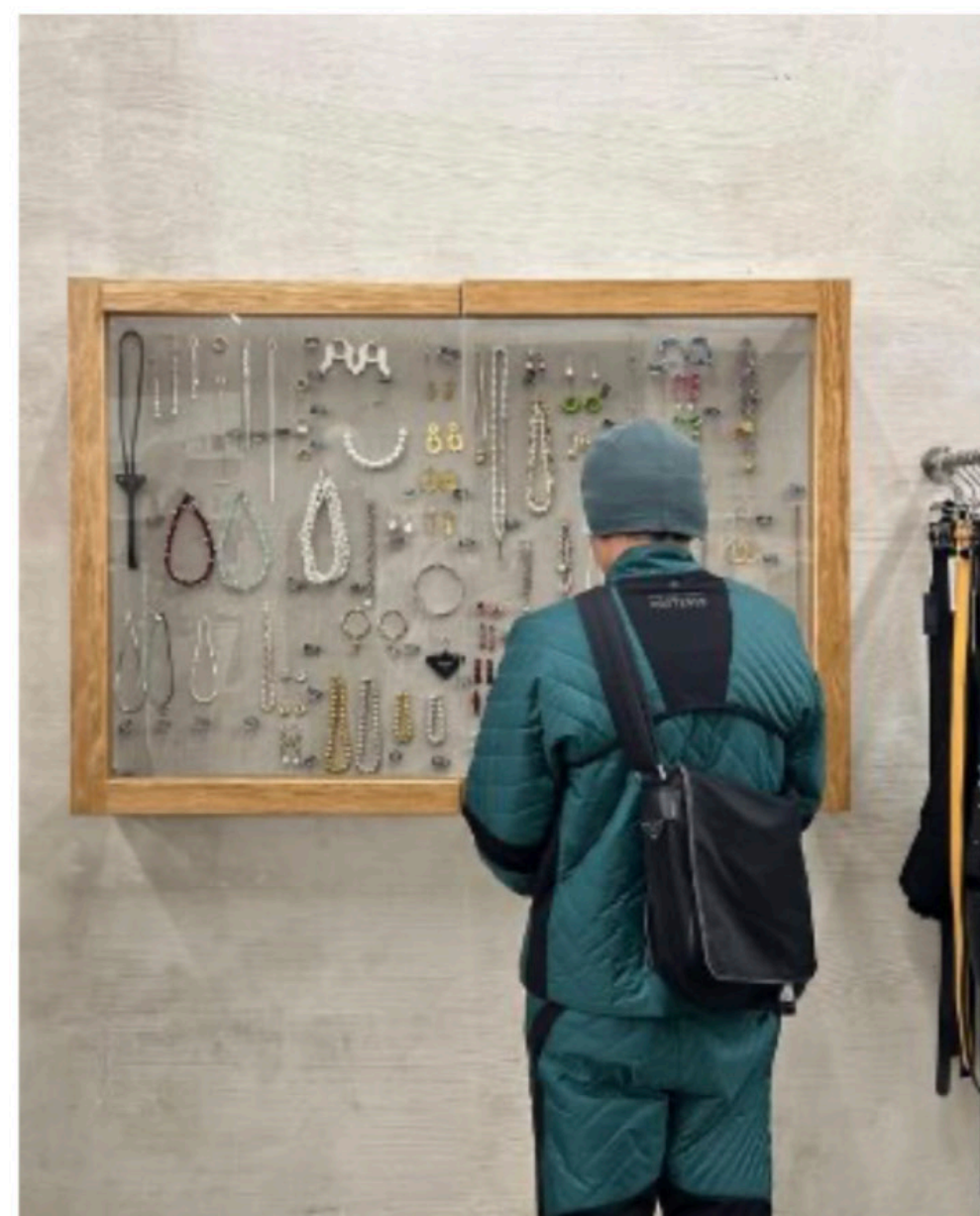
COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 1: DE BERLIN



Shoe section



Jewellery display



Library

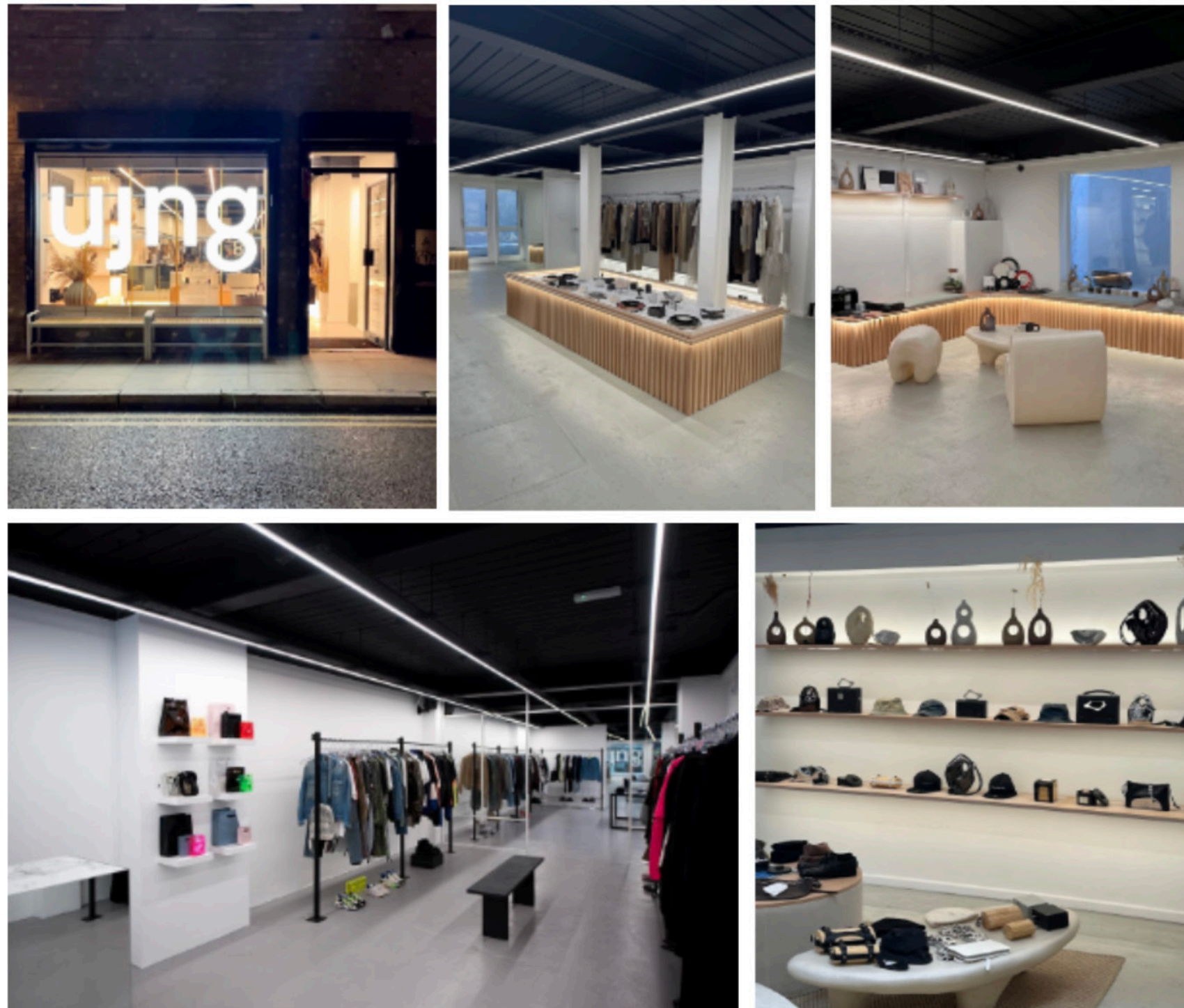


Brand installations

COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 2: UK, LONDON



UJNG, Luxury Concept Store
London, UK

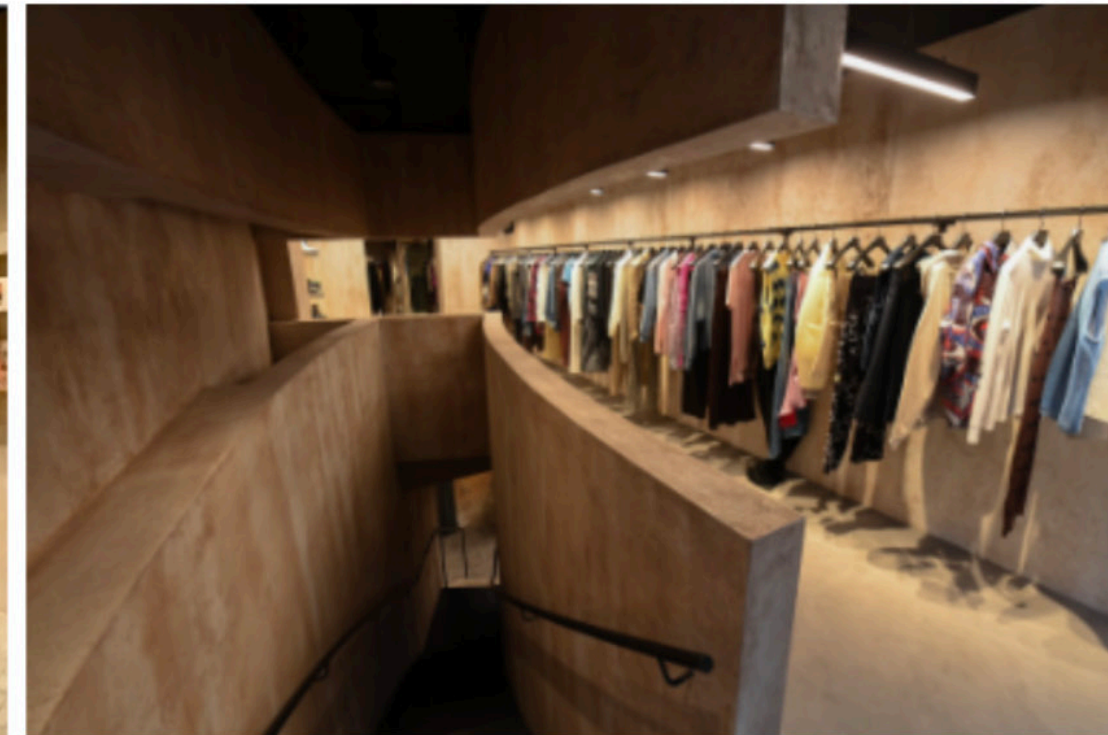
UJNG FOR CHARLES & KEITH

Tapping on UJNG retail space for brand visibility and reaching to a new audience. To introduce & establish a strong brand identity in the market.

COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 3: UK, LONDON



Machine-A, Luxury Concept Store
Soho London, UK

MACHINE-A FOR CHARLES & KEITH

Tapping on Machine-As retail space for brand visibility and reaching to a new audience. To introduce & establish a strong brand identity in the market.

Machine-A is a stockist of Ottolinger.

COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 4: UK, LONDON



DSM LONDON FOR CHARLES & KEITH

Tapping on DSM's retail space for brand visibility and reaching to a new audience. To introduce & establish a strong brand identity in the market.



DSM, Luxury Concept Store
London, UK

COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 5: EU, PARIS



Elevastor, Fashion & Art Concept Store
Paris, France

ELEVASTOR FOR CHARLES & KEITH

Tapping on Elevastor's retail space for brand visibility and reaching to a new audience. To introduce & establish a strong brand identity in the market.

Elevastor is a stockist of Ottolinger.

COLLABORATION AMPLIFICATION

EXCLUSIVE 3RD PARTY RETAILER & POP-UP

OPTION 6: EU, PARIS



Tom Greyhound, Fashion Concept Store
Paris, France

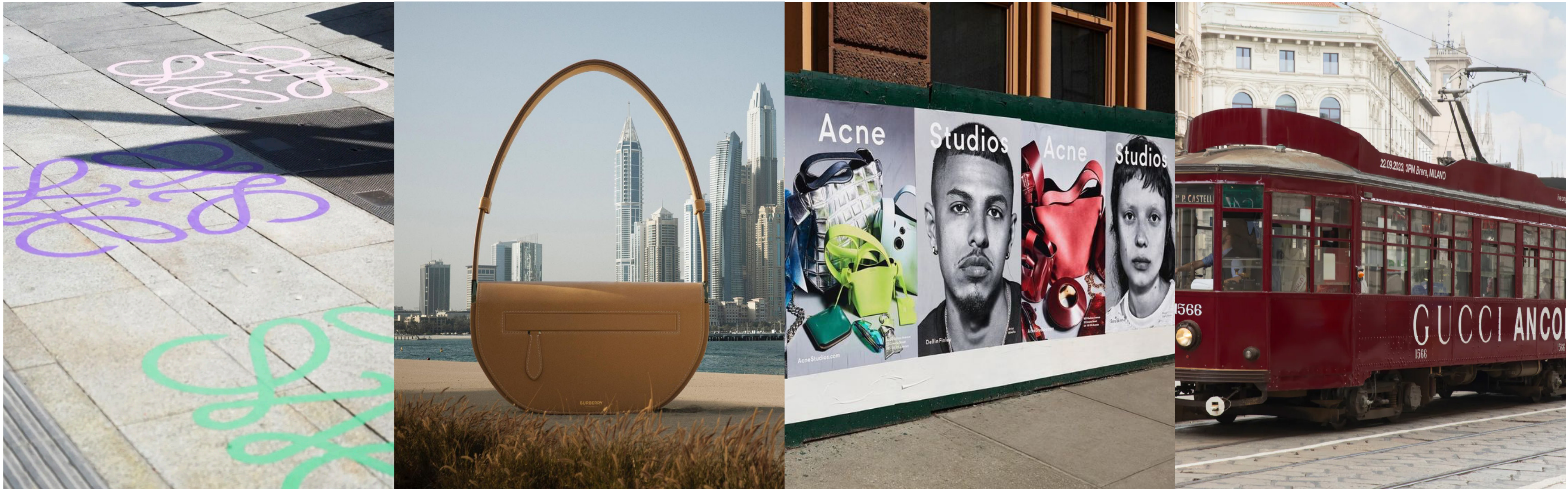
TOM GREYHOUND FOR CHARLES & KEITH

Tapping on Tom Greyhound's retail space for brand visibility and reaching to a new audience. To introduce & establish a strong brand identity in the market.

COLLABORATION AMPLIFICATION

OOH ACTIVATIONS

Featuring both brand elements to create an unexpected experience take over around the world



THANK YOU