

A fashion advertisement featuring two models against a textured concrete wall. The model on the left has dark curly hair and is wearing a long-sleeved top with a vibrant floral pattern in blue, yellow, and red, layered over a white top. She is also wearing a plaid skirt in shades of blue, red, and white, which is cinched at the waist with a black belt. A black crossbody bag is slung over her shoulder. The model on the right has short brown hair and is wearing a black long-sleeved top with a high collar and a black and yellow plaid skirt with long fringe. She is also wearing a white crossbody bag. The text 'CHARLES & KEITH' is centered in the middle of the image in a white, sans-serif font. The text 'BRAND COLLABORATIONS' is located at the bottom center in a smaller, white, sans-serif font. There is some green foliage visible in the bottom right corner.

CHARLES & KEITH

BRAND COLLABORATIONS



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 STORY

HUMBLE ORIGINS

Infuse with
humility & a true
underdog spirit

A BRAND OF DUALITY

Embrace natural
duality: Challenger
& Lover Asian &
Global
Night & Day
Work & Play

ELEVATING PERCEPTION OF BRAND

A brand that never
compromises
creativity for
affordability

A BRAND OF EMPOWERMENT

Believe in
empowering & giving
self-confidence to
all women

AUTHENTICITY IN COMMUNICATION

Align external
brand values with
internal cultural
values

CHARLES & KEITH

BRAND VALUES

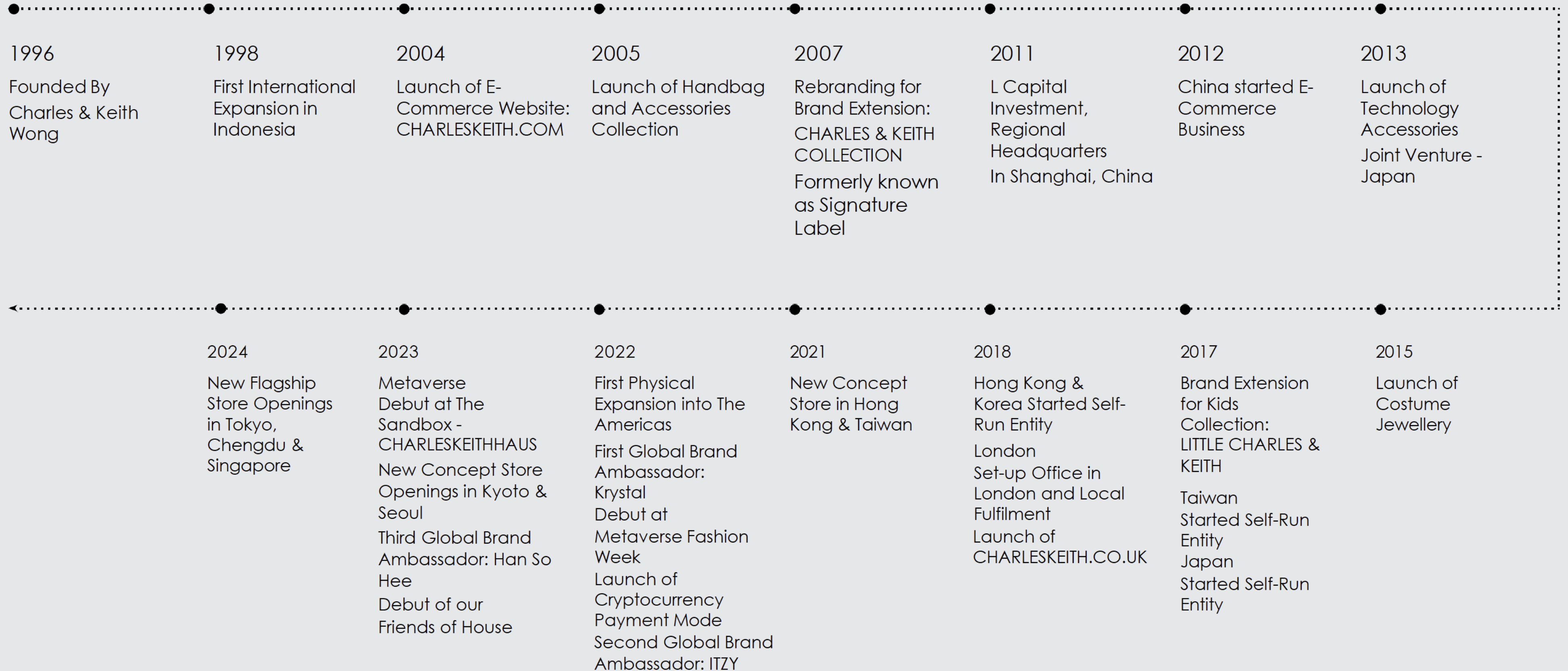
AMBITIOUS &
GENEROUS

INSPIRED &
EMPOWERED

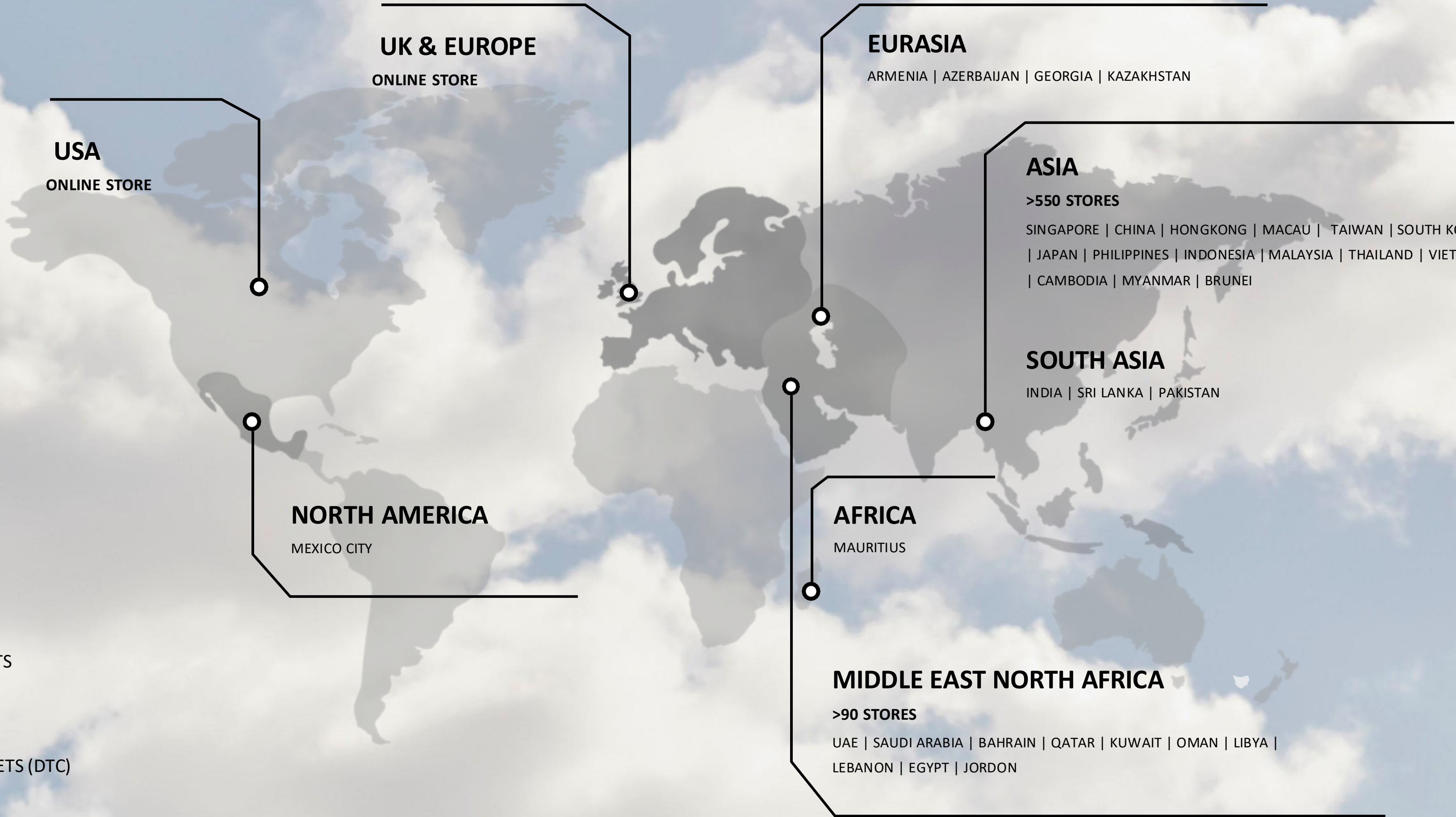
ASPIRATIONAL &
ACCESSIBLE



BRAND MILESTONES



CHARLES & KEITH RETAIL PRESENCE



4000
PEOPLE

> 600
RETAIL STORES

> 30
RETAIL MARKETS

> 50
CK.COM MARKETS (DTC)

RETAIL STORE CONCEPT



KYOTO STORE
TOKYO

318 SQUARE METERS

CHARLES & KEITH is pleased to announce its partnership with David Chipperfield Architects Milan. The brand recently opened doors to its Kyoto boutique, showcasing the genesis of the collaboration. The duplex store is located in Shijo-dori, the iconic shopping belt that runs East to West through the heart of Japan's cultural capital.



SHIBUYA STORE
TOKYO

388 SQUARE METERS

This marks a significant milestone for the brand – this is its second global flagship and the first in collaboration with world renowned David Chipperfield Architects Milan. The new boutique also features the market debut of in-store personalization services and commissioned art pieces by local artist, Tomo Sakurai.

RETAIL STORE CONCEPT



IFC MALL
SOUTH KOREA

158 SQUARE METERS

Located in the prime Yeouido-dong financial district, this store is the first physical retail space in South Korea that accentuates the brand's 6th generation store concept.



GANGNAM STORE
SOUTH KOREA

330 SQUARE METERS

The two-storey flagship store stands as the largest CHARLES & KEITH boutique in South Korea, featuring striking sculptural artworks by South Korean artist Jeesun Park. The store is also the first in the country to introduce Made for Me by CHARLES & KEITH, an exclusive in-house personalisation service.

RETAIL STORE CONCEPT



CITYPLAZA
HONG KONG

197 SQUARE METERS

Situated in Taikoo, this store is the first in the brand's global network to reflect its 6th generation store concept, where glazed ceramic tiles with a handmade finish, reminiscent of traditional high rise apartment facades in Hong Kong, line the store's feature walls.



FASHION WALK STORE
HONG KONG

150 SQUARE METERS

Reflecting the brand's new 6th generation store design concept - the exterior of the Fashion Walk store contains illuminated panels inspired by a blend of modern and traditional elements; a project by David Chipperfield.

RETAIL STORE CONCEPT



E SKY MALL

TAIWAN

302 SQUARE METERS

The Kaohsiung boutique is the largest CHARLES & KEITH store in Taiwan, featuring custom furniture produced by local artisans, using eco-friendly polycarbonate bricks.



NAGOYA ZERO GATE MALL

JAPAN

183 SQUARE METERS

Housed within a glass-fronted and 3-level contemporary mall, this store offers a shopping experience distinct from the other CHARLES & KEITH retail stores.

RETAIL STORE CONCEPT



TAKASHIMAYA SHOPPING CENTRE, NGEEN ANN CITY
SINGAPORE

233 SQUARE METERS

The refreshed boutique located within the city's shopping district – Orchard Road, features CHARLES & KEITH's first ever in-store personalisation service helmed by an in-store artisan.



TIANJIN MODERN INTERNATIONAL FINANCIAL CENTER MALL
CHINA

165 SQUARE METERS

Exuding a minimalist aesthetic appeal, this store is furnished with a high ceiling and stainless steel fluted façade that creates a pared-down, yet modern atmosphere.

RETAIL STORE CONCEPT



ARTZ PEDREGAL MALL
MEXICO CITY

Carved out to provide a respite from the outside world, this thoughtfully-designed concept store is the brand's first established brick-and-mortar store, following its international expansion to the Americas.



SIAM SQUARE
THAILAND

155 SQUARE METERS

Featuring a new store concept while boasting the brand's first ever circular LED wrapped column, the store reimagines an intentional play on proportions, where gradual curves and fluid lines are key players in the store's aesthetics.

PRODUCT MERCHANDISING & PRICING



52%
FOOTWEAR



40%
BAGS & SLG



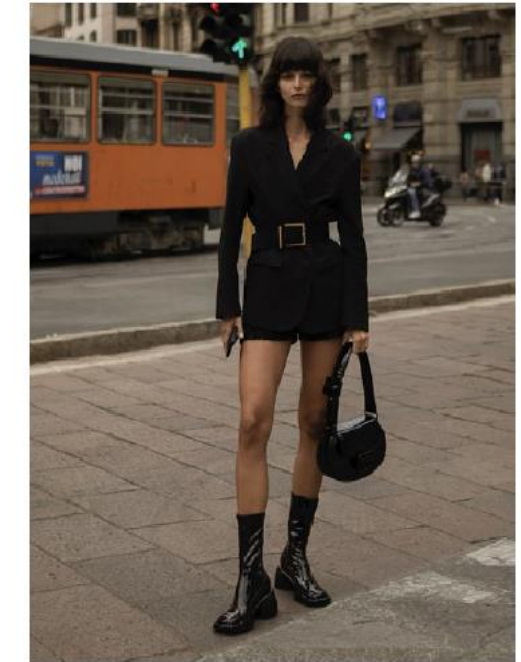
8%
ACCESSORIES

Price Range of Products: £9 to £255

With over 25 years of designing self-confidence, CHARLES & KEITH began as a footwear brand. Today, the brand has evolved to offer a full-fledged line of footwear, bags, eyewear, accessories and costume jewelry.



CUSTOMER PROFILE



FASHION-CONSCIOUS

She is enthusiastic about fashion and well-informed about the latest trends.

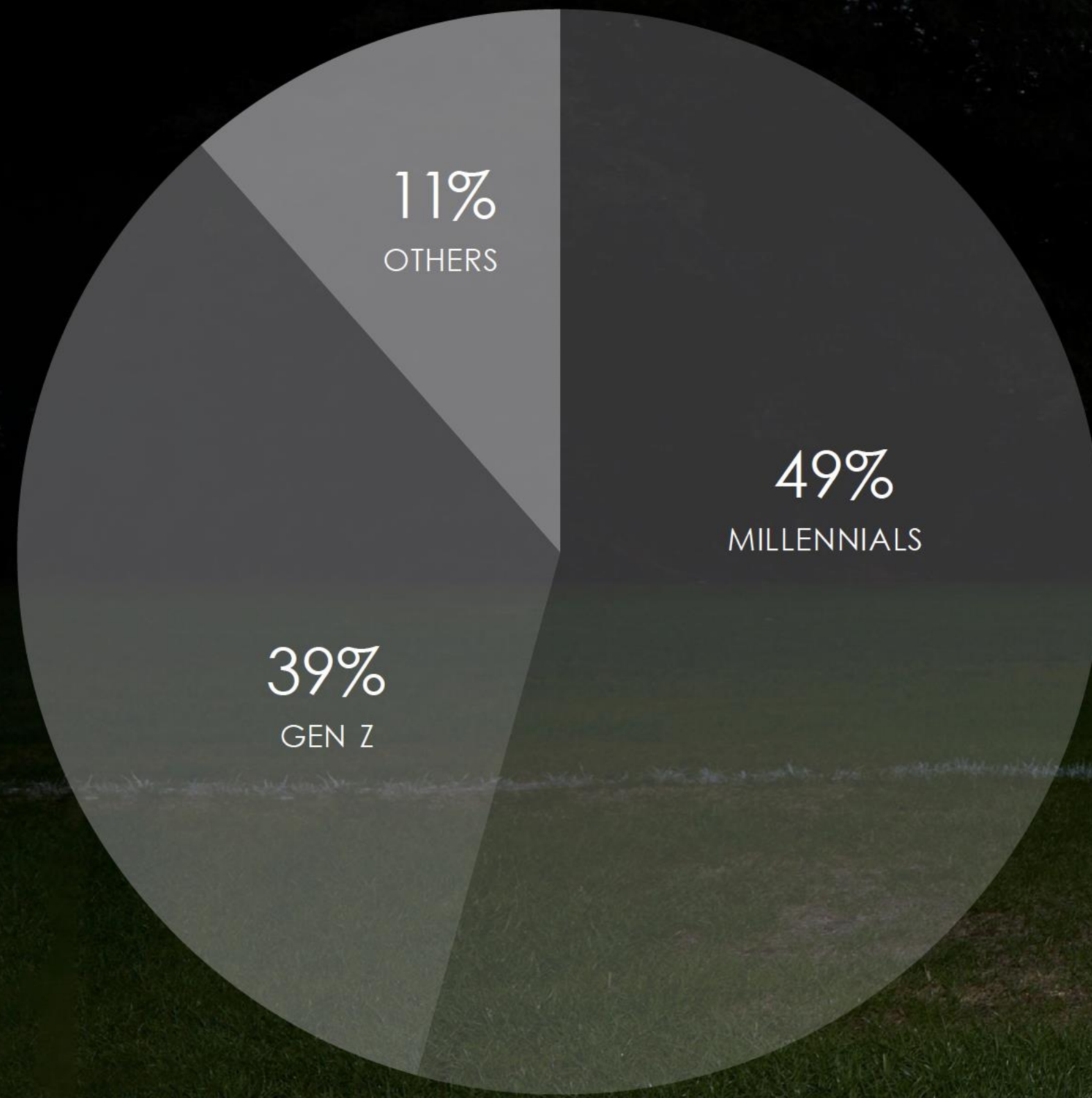
EXPERIMENTAL

She makes bold styling choices and is not afraid to stand out.

COSMOPOLITAN

She is sophisticated, chic and knowledgeable about fashion and culture.

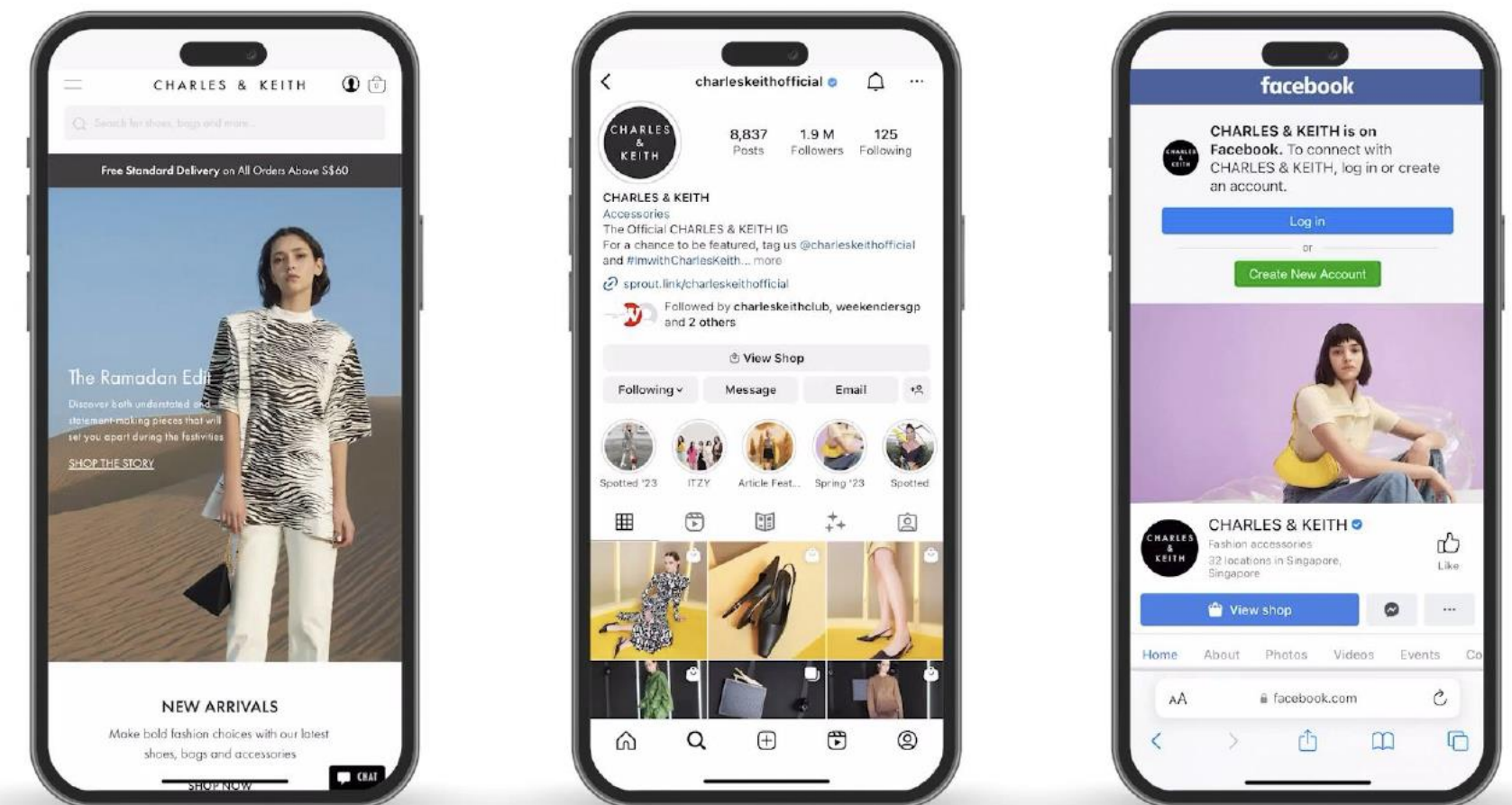
CUSTOMER SEGMENTATION





SOCIAL MEDIA

> 13.2M FOLLOWERS



By leveraging on its social media presence, CHARLES & KEITH aims to connect with its customers in a more personal and engaging way, while growing its own community of brand advocates.

E-COMMERCE & SOCIAL CHANNELS

An overview of website traffic and social media statistics across two brands and Amina's own platform, utilizing the significant monthly visitor numbers on all 3 platforms to boost the visibility of the collaboration. The brands have a combined reach of 2.7M.

2.3M

Total visits

5.6

Pages per visit

**CHARLES & KEITH
WEBSITE**

2.1M

Total followers

95%

Female

**CHARLES & KEITH OFFICIAL
INSTAGRAM**

622K

Total followers

90%

Female

**AMINA MUADDI OFFICIAL
INSTAGRAM**

FALL 2023 CAMPAIGN



HAN SO HEE

GLOBAL BRAND AMBASSADOR

CHARLES & KEITH welcomed actress Han So Hee, as the brand's second global brand ambassador, where she fronted the Fall 2023 Campaign featuring the iconic Petra bag.

FALL WINTER 2022 CAMPAIGN



ITZY

GLOBAL BRAND AMBASSADOR

Trendsetters of pop culture and the voice of a new generation, music artist ITZY joins the CHARLES & KEITH family as the newest global brand ambassador, to front the Fall Winter 2022 Campaign featuring the Lula series and ITZ MINE collaboration collection.





SPRING SUMMER 2022 CAMPAIGN



KRYSTAL
GLOBAL BRAND AMBASSADOR

CHARLES & KEITH welcomed artist and multi-hyphenate Krystal, as the brand's first-ever global brand ambassador, where she fronted the Spring Summer 2022 Campaign featuring the Blooming Spring collection.

FALL 2023 CAMPAIGN

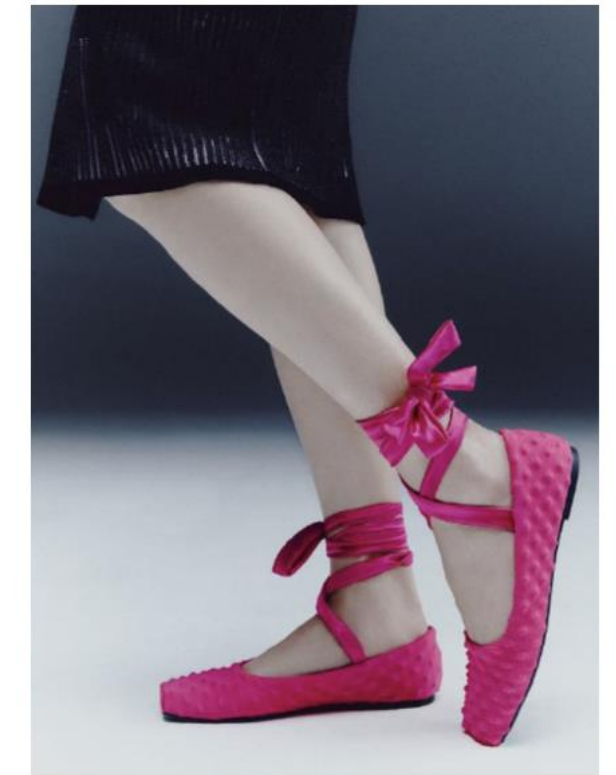


JESS ALEXANDER
FRIENDS OF HOUSE

CHARLES & KEITH welcomed actress Jess Alexander, as the brand's first-ever friends of house, where she donned the iconic Gabine bag.



SPRING SUMMER 2024 COLLABORATION



CHARLES & KEITH  CHET LO

CHARLES & KEITH X CHET LO

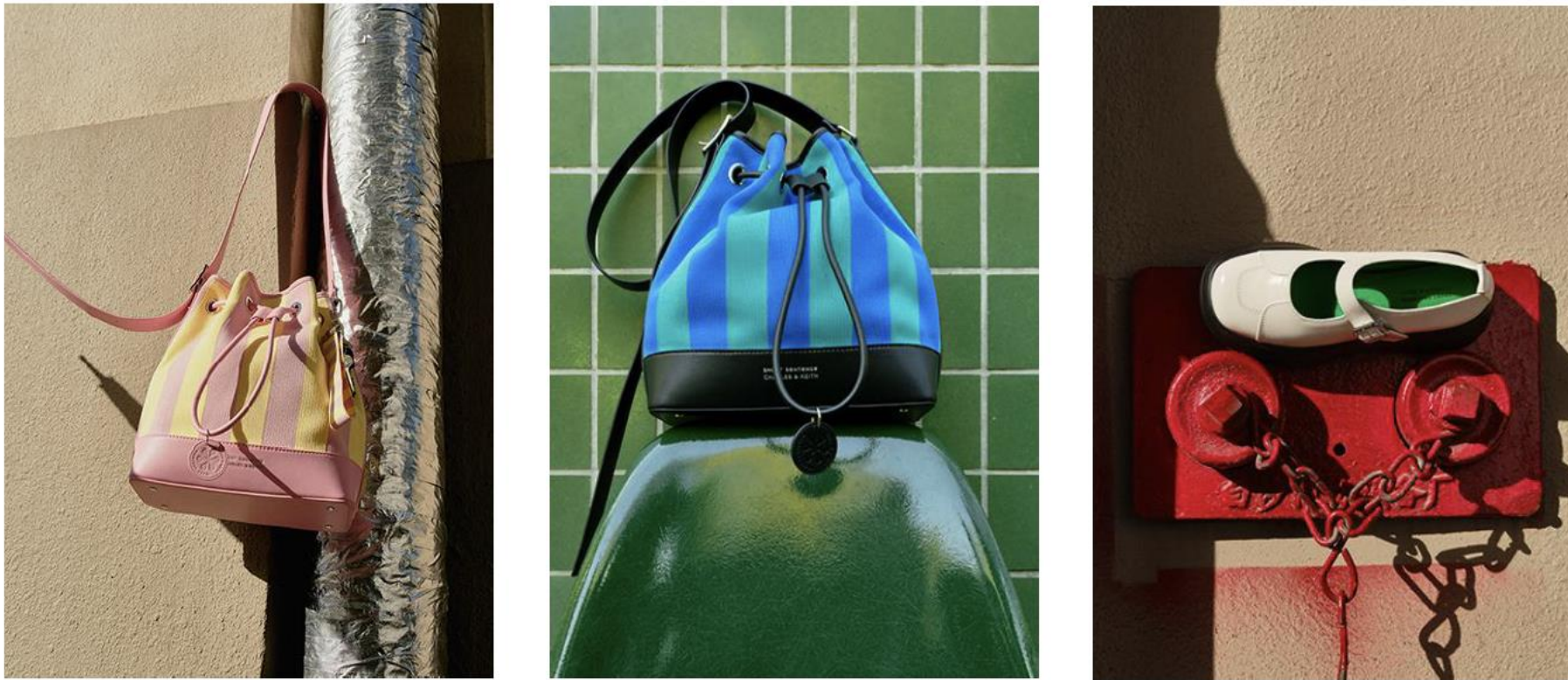
LONDON-BASED READY-TO-WEAR BRAND

CHARLES & KEITH is thrilled to announce its collaboration with Asian American designer Chet Lo on a six-piece capsule collection.

Chet Lo's iconic Durian fruit inspired spikes take on new forms in a capsule collection that revisits six of CHARLES & KEITH's most desirable designs.

The campaign, which is shot by renowned photographer Daniel Archer, complements the vision with minimalism, playing on light and shadows, setting the stage for Chet Lo's experimental aesthetics and CHARLES & KEITH's refined Modernity.

SPRING SUMMER 2024 COLLABORATION



SHORT SENTENCE X CHARLES & KEITH

SHANGHAI-BASED READY-TO-WEAR LABEL

CHARLES & KEITH is pleased to announce its latest designer collaboration with Shanghai based womenswear label, Short Sentence, known for its understated yet evocative pieces. Inspired by the unique interpretation of urban life held by both brands, the capsule, comprising of two bags and one shoe style is themed “Riding on a Breezy Day”.

Rooted in a relaxed lifestyle perspective, this collection brings new inspiration to everyday looks with Short Sentence’s innovative interpretations of favourites, such as their Erika Mary Jane Platform Shoes and Soto Bag, reflecting a distinctive CHARLES & KEITH touch. The versatile Striped Bucket Bag cleverly combines fly woven fabric and leather in a lightweight yet roomy composition.



FALL WINTER 2023 COLLABORATION



CHARLES & KEITH X HENN KIM

KOREA-BASED VISUAL ARTIST

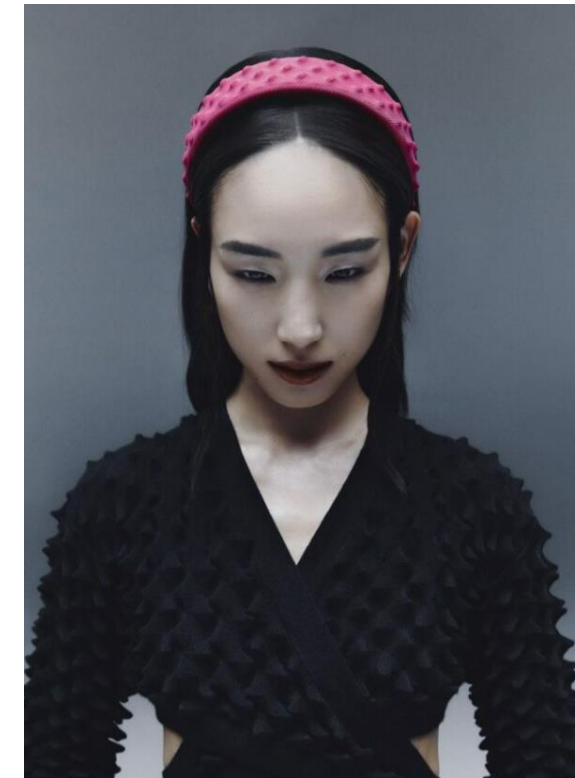
Henn Kim is a Korea-based visual artist, who is renowned for her surrealist black and white drawings. She shot to social media fame when she channeled her emotional experiences into poignant works of art that showcase a different side of her psyche.

For this exclusive collection, she has reimagined her signature heart motif with a spirit of light-heartedness.





SPRING 2024 COLLABORATION



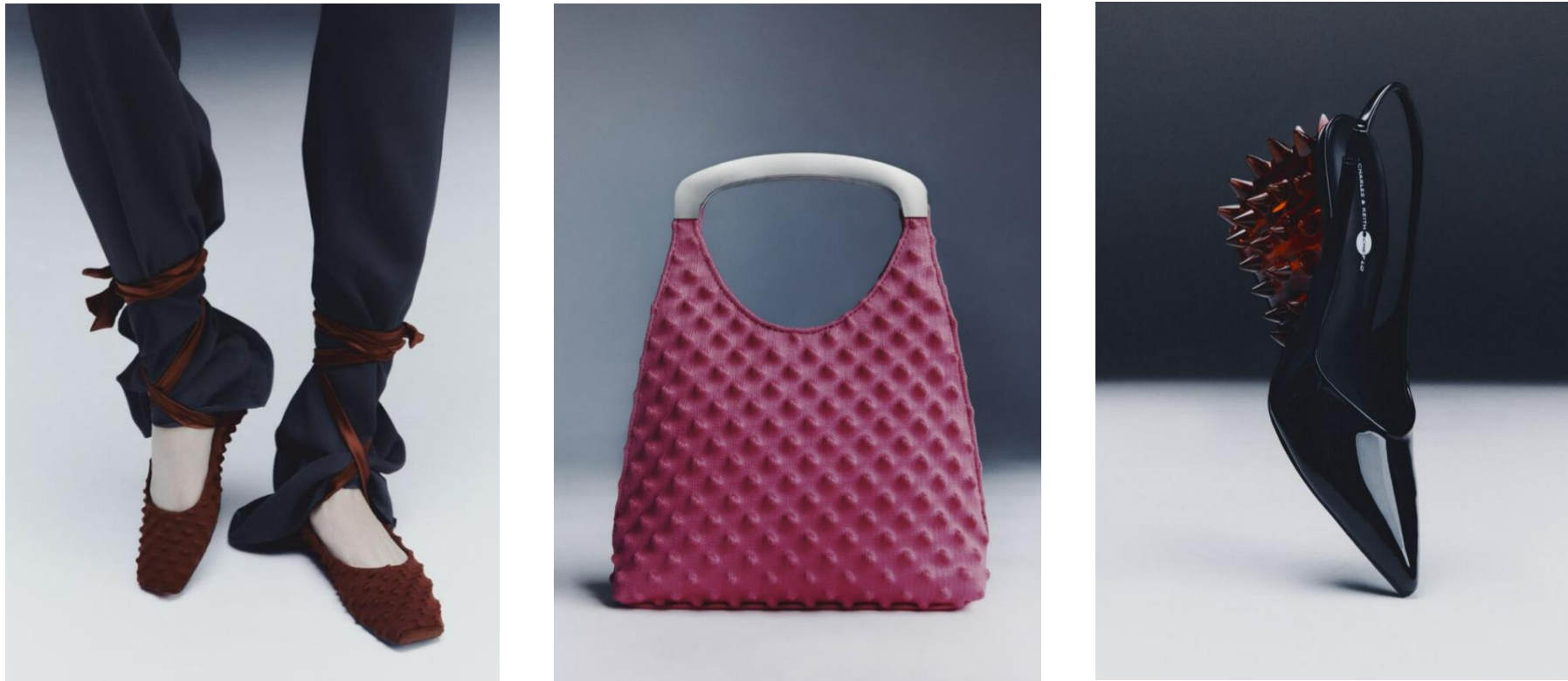
CHARLES & KEITH X CHET LO

UNITED KINGDOM-BASED FASHION DESIGNER

Chet Lo is an Asian-American designer who first set foot in Lond 2015 to study Knitwear Design at Central Saint Martins. It was there that he became fascinated with the technique of knitting and the endless innovative possibilities that knitwear has to offer. The designer draws from an eclectic mix of inspirations, often taking a bold and experimental approach to fashion. Not one to shy away from colours, his pieces are vibrant and eye-catching, complemented by unusual cuts that propel his designs to the forefront of fashion.

Following the success of his initial collections, Chet Lo has gone on to join the roster of young talent at Fashion East, where his debut was received with critical acclaim. His work has been featured in fashion magazines such as Vogue, L'Officiel, W, Schön, and Dazed, with celebrities like Dua Lipa, Kendall & Kylie Jenner, Doja Cat, SZA, and many more as fans.

SPRING 2024 COLLABORATION



CHARLES & KEITH X CHET LO

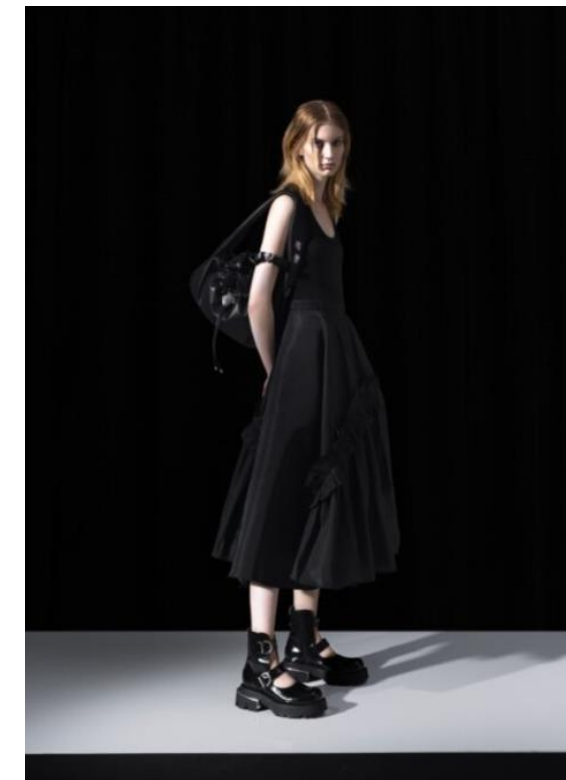
UNITED KINGDOM-BASED FASHION DESIGNER

Inject bold sophistication into your everyday wardrobe with the tactile pieces from the Chet Lo x CHARLES & KEITH collection, featuring a metallic top-handle bag, slingback wedges, padded headband, and more. All designs come in three colours: bright red, vibrant fuchsia, and timeless black — the designer's personal favourite and go-to hue.

For a complete look, shoppers are also able to purchase ready-to-wear designs from Chet Lo's Spring/Summer 2024 collection.



FALL WINTER 2023 COLLABORATION



CHARLES & KEITH X HENN KIM

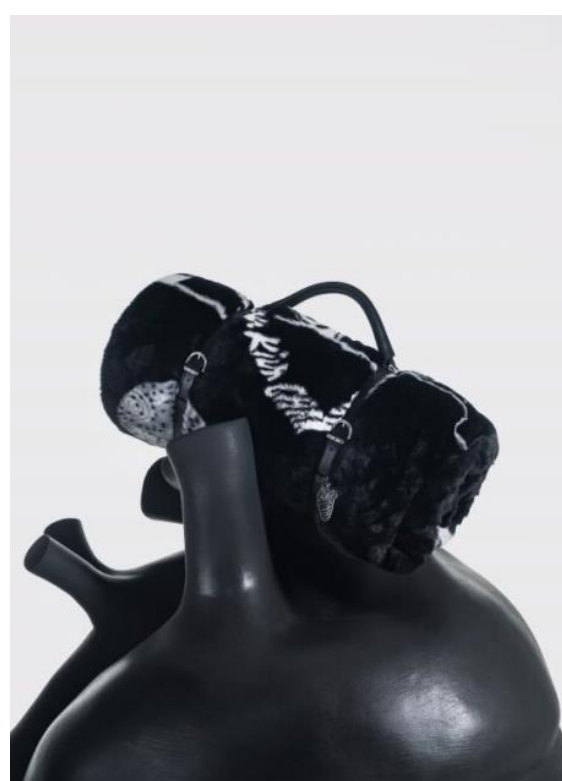
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FALL WINTER 2023 COLLABORATION



CHARLES & KEITH X HENN KIM

KOREA-BASED VISUAL ARTIST

Heart is Every Wear; this all-black 4-piece capsule collection — playfully titled “Heart Is Every Wear” — is inspired by Henn Kim’s desire for the products to be worn anywhere and everywhere, and for each wearer to feel encouraged to be forthcoming with their emotions and embrace their authenticity.

The illustrated heart charm ankle boots and ruched hobo bag are adorned with metallic embellishments featuring the artist’s distinctive anatomical heart motif — a symbol of self-assurance and the courage to express oneself freely — while a matching faux leather scrunchie and a plush cosmic-themed blanket round up the collection.



FALL WINTER 2023 COLLABORATION



CHET LO FASHION SHOW FW'23

LONDON FASHION WEEK

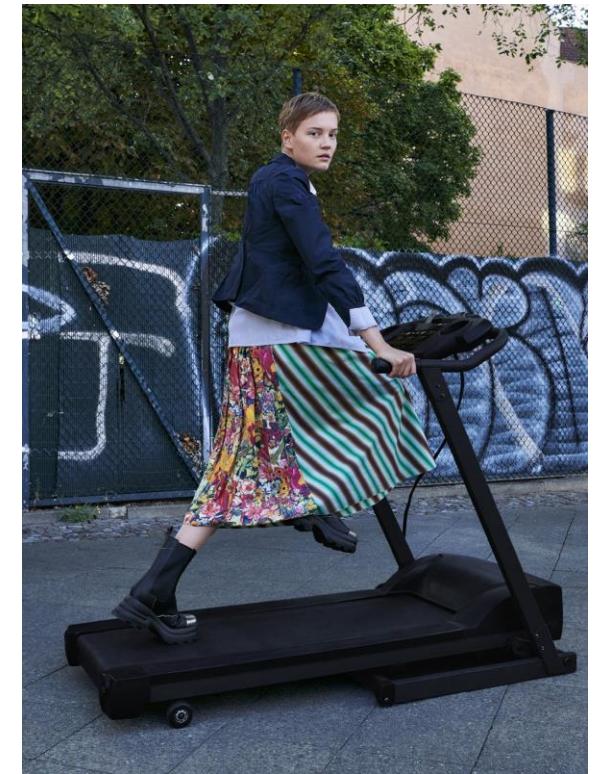
CHARLES & KEITH collaborated with fashion designer, Chet Lo, for his Fall Winter 2023 presentation at the London Fashion Week, where models strutted down the runway in iconic, statement black shoes from the brand's latest collection, adding a dramatic flair to the runway fashion.





b t h
CHARLES & KEITH

FALL WINTER 2022 COLLABORATION



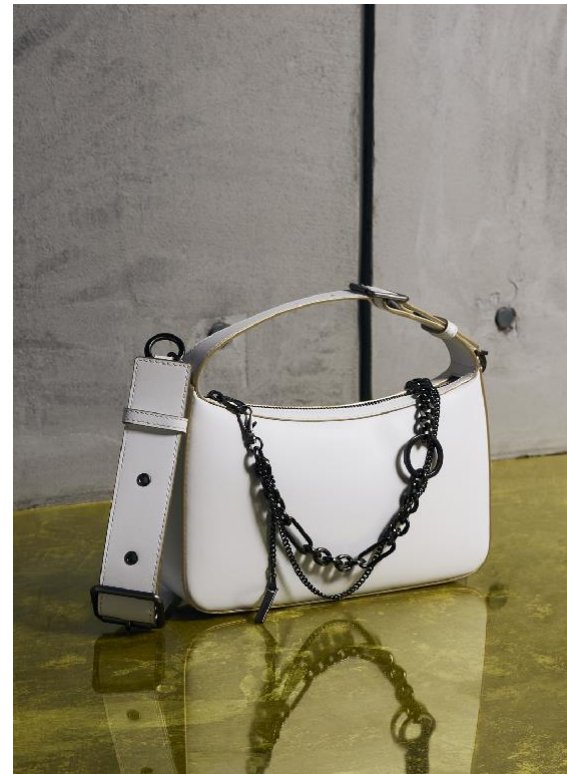
BOTH X CHARLES & KEITH

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 interconnected 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 retro-futuristic mood.

FALL WINTER 2022 COLLABORATION



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



FALL WINTER 2022 COLLABORATION

IMAGINARY YOU BY BOTH X CHARLES & KEITH

NFT

In a fantastical world fueled by creativity, there exists Imaginary You. Conceptualised by CHARLES & KEITH and both, this launch not only marks CHARLES & KEITH's foray into the world of NFTs, but showcases pieces from the latest both x CHARLES & KEITH collection as modeled by Unreal.Zoe. The winning bidder will also receive collaboration collectibles — a bag and pair of shoes of their choice — on top of whitelist status and exclusive previews to upcoming collections.

FALL WINTER 2022 COLLABORATION



Un-commonplace Things

GUERILLA 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.





SPRING SUMMER 2022 COLLABORATION



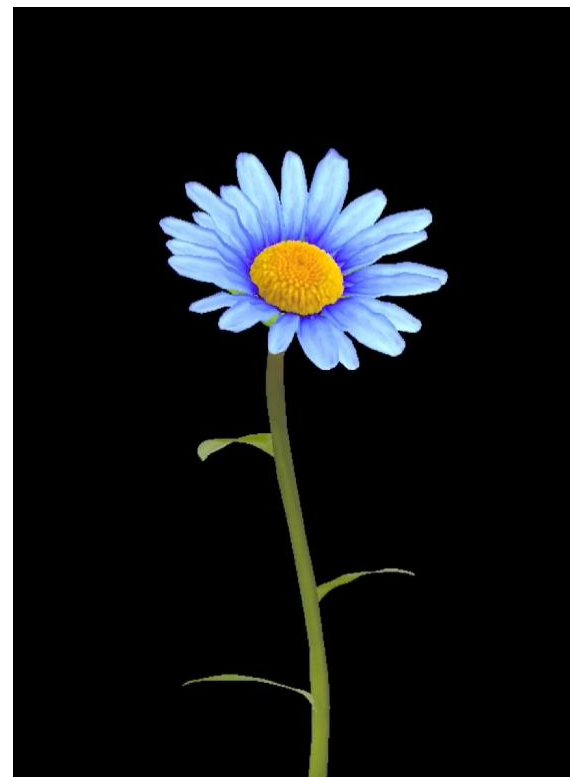
COCO CAPITÁN X CHARLES & KEITH

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.

SPRING SUMMER 2022 COLLABORATION



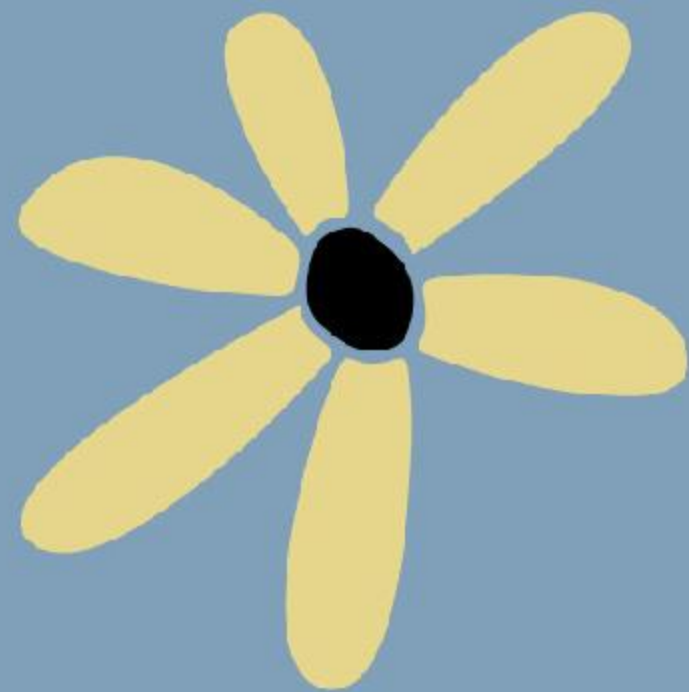
DIGITAL ACTIVATION

WEB AR FILTER

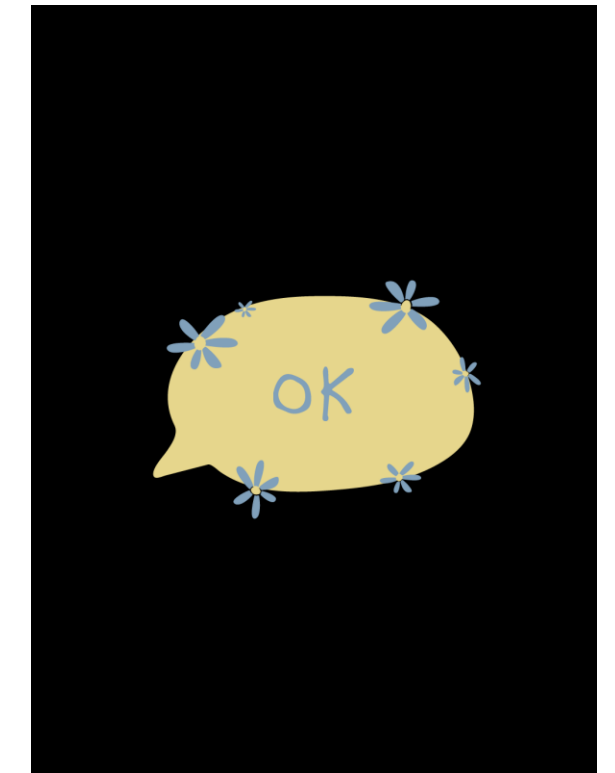
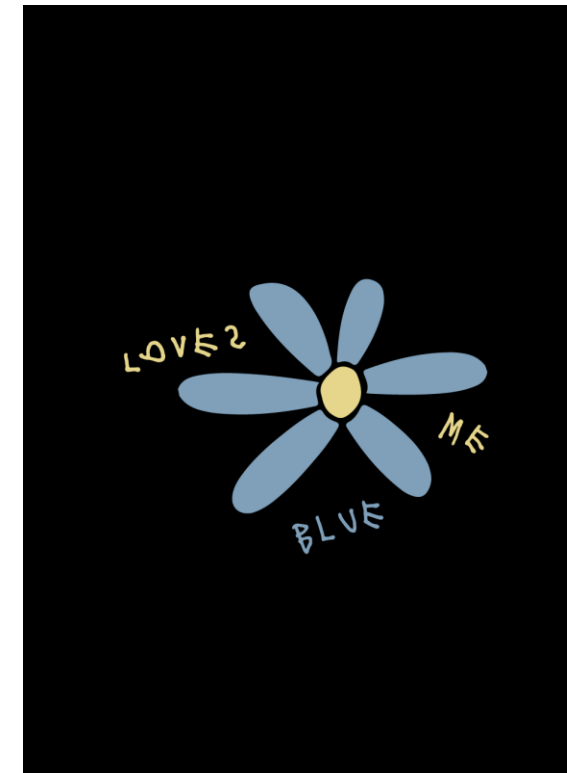
Whimsical #CocoCapitanxCharlesKeith digital elements at the CHARLES & KEITH store at Marina Bay, Singapore and the CHARLES & KEITH store in Shibuya, Tokyo, Japan.



SPRING SUMMER 2022 COLLABORATION



CHARLES & KEITH
COCO CAPITÁN



DIGITAL ACTIVATION

STICKERS AND WALLPAPERS

SPRING SUMMER 2022 COLLABORATION



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.





SPRING SUMMER 2020 COLLABORATION



CECILIE BAHNSEN X CHARLES & KEITH

COPENHAGEN-BASED DESIGNER

CHARLES & KEITH is proud to announce its partnership with Copenhagen – based designer, Cecilie Bahnsen.

The exclusive collaboration of shoes takes inspiration from traditional schoolwear, a recurring theme in her work. The collection features four classic styles that have been reinterpreted by Bahnsen and are beautifully finished with her signature couture-like touch.



L'INITIAL COLLECTION

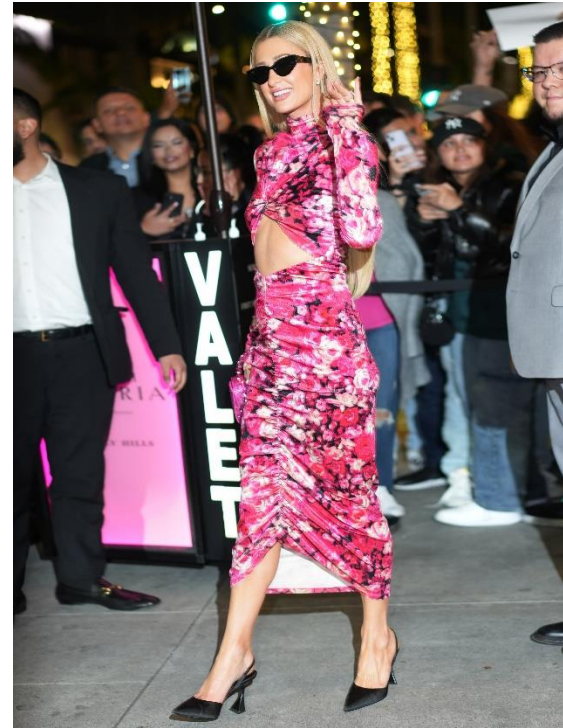
C&K

A COLLECTION FEATURING CHARLES & KEITH'S FIRST EVER EMBLEM AND MONOGRAM
EMBODYING FINE CRAFTSMANSHIP, SOPHISTICATION AND QUALITY

INTERNATIONAL CELEBRITIES & INFLUENCERS



JENNIE KIM
SINGER



PARIS HILTON
MEDIA PERSONALITY



VANESSA HUDGENS
ACTRESS & SINGER



MASIE WILLIAMS
ACTRESS



LIU WEN
SUPERMODEL



GIGI HADID
SUPERMODEL



KELLY ROWLAND
SINGER & ACTRESS



SOMA SARA
ACTIVIST



LILY MCMENAMY
MODEL



MADISON BEER
SINGER



RITA ORA
SINGER



MIMI WEBB
SINGER-SONGWRITER

INTERNATIONAL CELEBRITIES & INFLUENCERS



HAYLEY WILLIAMS
MUSICIAN



MIA REGAN
MODEL



JORDYN WOODS
MODEL & SOCIALITE



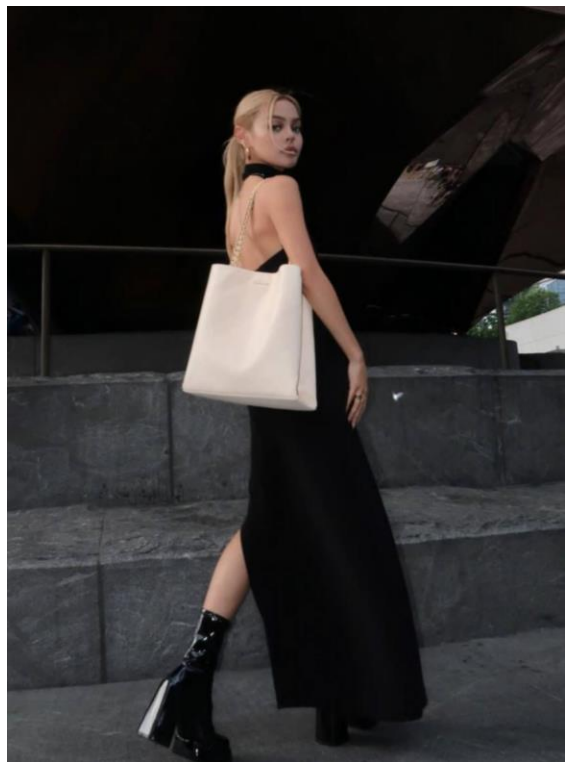
BAE YOON YOUNG
MODEL



JULIE ADENUGA
BRITISH RADIO HOST



SUAREZ SISTERS
STYLE INFLUENCERS



LILY MAY MAC
STYLE INFLUENCER



LOLA CLARK
STYLE INFLUENCER



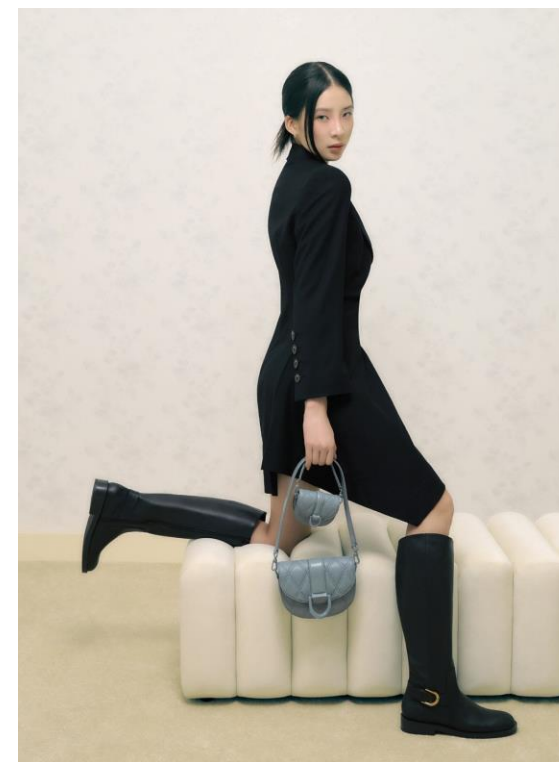
SUSIE LAU
JOURNALIST



KO HYOOJOO
CONTENT CREATOR

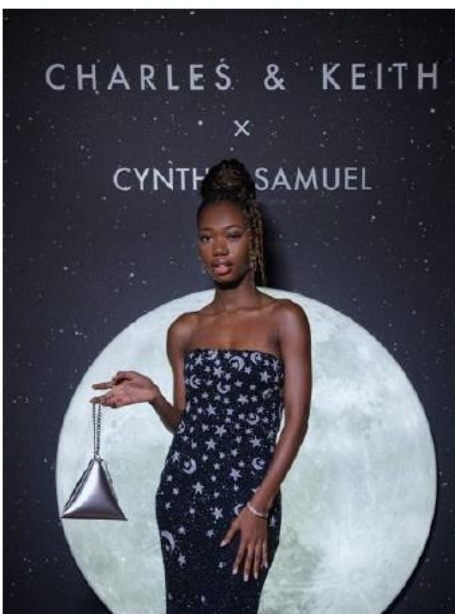


JESS ALEXANDER
ACTRESS



IRENE KIM
STYLE INFLUENCER

EVENTS & ACTIVATIONS



NEW YORK

EVENTS & ACTIVATIONS



SPRING 2024 FASHION WEEK

NEW YORK / LONDON / PARIS

CHARLES & KEITH made an impactful presence on the streets of New York, London, and Paris through a dynamic combination of wild postering and captivating flower cart activations.

Key KOLs featured include: Lola Clark, Ambika Dhir, Hana Martin, Lily May Mac.

EVENTS & ACTIVATIONS



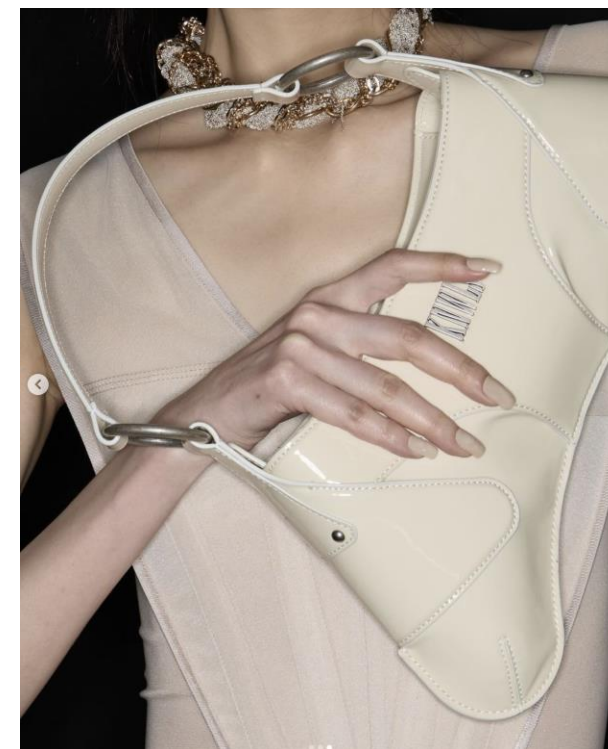
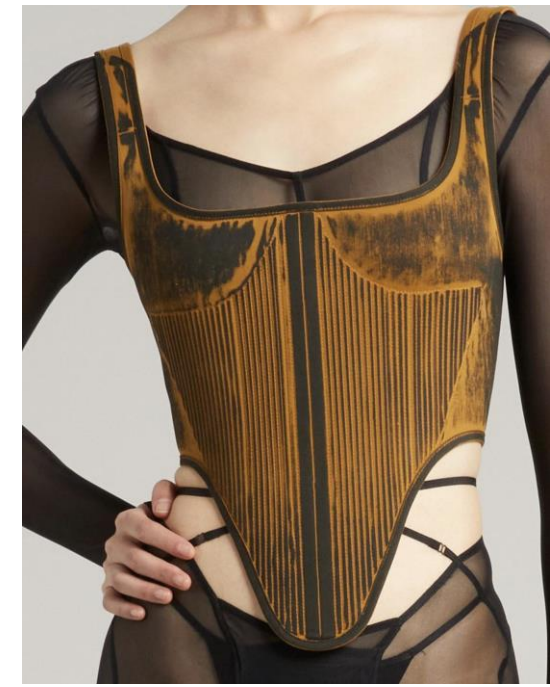
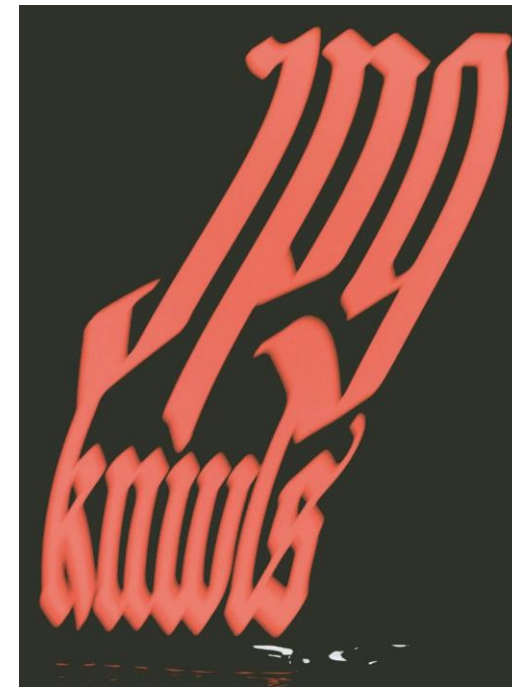
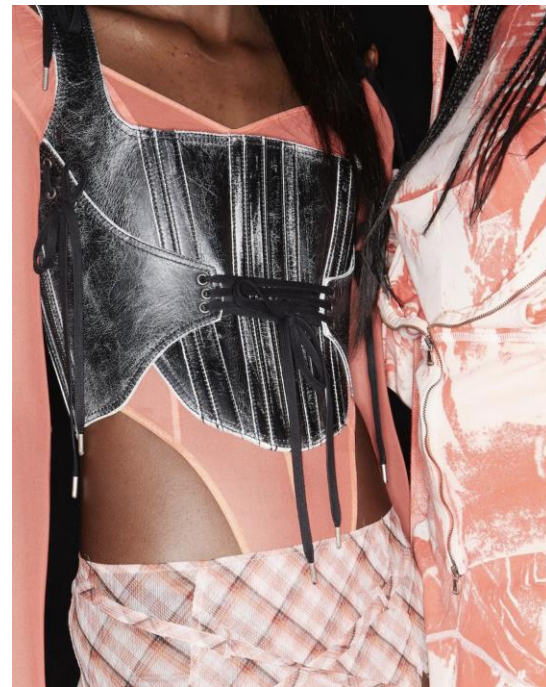
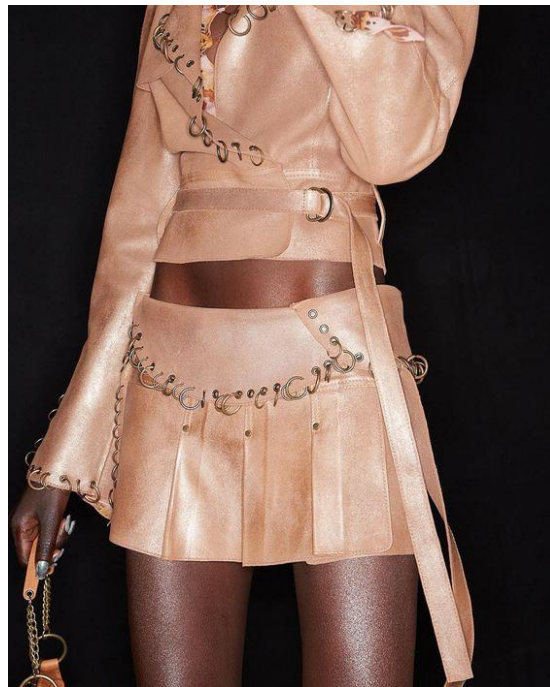
SPRING SUMMER 2024 FASHION WEEK SEOUL / LONDON / NEW YORK

Playing a supporting role at the Seoul, London, and New York Fashion Weeks, CHARLES & KEITH's presence was understated yet impactful. Our elegant and versatile footwear added the finishing touches to four designer collections, ensuring that the clothing shines on their respective runways.

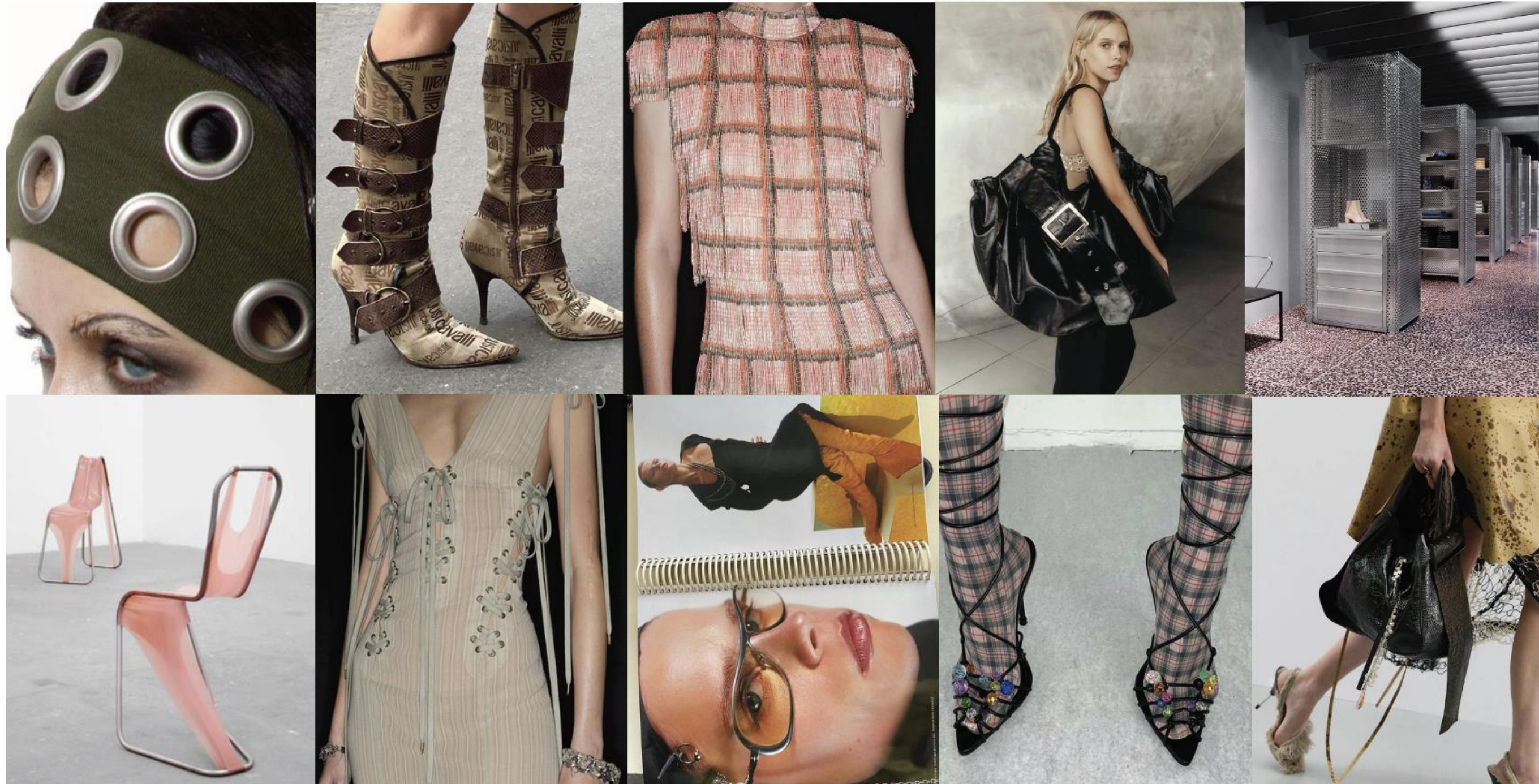


KNWLS DESIGN ELEMENTS

A blend of futuristic and 90s & 00s nostalgia, delicate yet powerful, exhilarating and feminine, KNWLS is exciting and confident. Seeing corset elements, distressed fabrics and subversive tailoring, criss-cross straps and metallic hardware are significant details that are telling of KNWLS and perfect additions to the CHARLES & KEITH products and visuals.



COLLABORATION MOODBOARD



THE NEW ERA OF FEMINITY

CHARLES & KEITH's clean and minimalistic persona, touched by KNWL's of dystopian and nostalgic essence, the CHARLES & KEITH X KNWLS collaboration is empowering, feminine and fearless.

Keywords: Subversive tailoring, party girl, bold prints, corsets, buckles, silver embellishments, distressed



COLLABORATION OVERVIEW

KNWLS X CHARLES & KEITH CAPSULE

2 shoes, 2 bags, 2 accessories, 2 lifestyle, 3-4 Ready-to-wear

MARKETS

CHARLES & KEITH e-commerce, all shipped markets

CHARLES & KEITH retail, selected markets

KNWLS e-commerce, all shipped markets

SCOPE

- Debut as CHARLES & KEITH's first ever Guest Designer
 - Period of 6 months to 1 year
 - Designer Interviews
- Fashion Runway Placements & Invites
- Gifting to Fashion It Girls and Celebrities
- Dedicated Postings on all Social Channels
 - Experiential Pop-in/Pop-up & Event
- Celebrity Dressing and Red-carpet Opportunities

COLLABORATION PRODUCTS CONCEPT

Capsule Collection: 4 articles – 2 shoes, 2 bags, 2 accessories

Incorporating KNWL’s fashion-forward femininity with CHARLES & KEITH’s minimal aesthetic to create a collection that is a hybrid of both brands.

Key Points:

Shoes in different heights and styles with unique hardware details
Bags in several silhouettes to pair with shoes.

SHOES



ACCESSORIES



BAGS



PROPOSED PRODUCTS

Capsule Collection: 2 lifestyle articles

Incorporating KNWL's fashion-forward femininity with CHARLES & KEITH's minimal aesthetic to create a collection that is a hybrid of both brands.

Key Points:

Fun lifestyle pieces that are equally decorative as they are stylish.

PILLOW CASES/CUSHIONS



BAGCHARMS/KEYCHAINS



READY-TO-WEAR LINE

Creating a mini RTW Capsule Collection: 3 to 4 SKUs – 2 Tops, 1 Bottom, 1 Dress

Designs that encompasses the essence of both brand's aesthetic and ethos while pairing perfectly with the collaboration products.



DISTRIBUTION STRATEGY

CHARLES & KEITH

Products:

2 shoes, 2 bags (Estimated 800 units per design)

2 lifestyle (Estimated 150 units per design)

CHARLES & KEITH E-COMMERCE

Selling Period: 6 months from launch date + 3 months run off period

CHARLES & KEITH RETAIL DISTRIBUTION

6 months from launch date + 3 months run off period

Model & Shipping : Shipping fulfilment by CHARLES & KEITH

KNWLS

Products: to be discussed

Quantity: 25% of CHARLES & KEITH orders per design

KNWLS E-COMMERCE

6 months from launch date + 3 months run off period

Model & Shipping : Shipping fulfilment by KNWLS

TARGET AUDIENCE

AGE

20 – 35 years old

ABOUT

A dreamer who is empowered to achieve great heights, embodying an edgy style focused on durable, comfortable and elegant accessories.

Her style embraces femininity with a grit, blending feminine fabrics with utilitarian hardware. She has a classic form of self-expression that is heavily influenced by empowering of women, and she is someone who appreciates excellence in quality.

She is a trailblazing high society girl who enjoys connection with her community.

WANTS & NEEDS

An individual who leads a lifestyle focused on quality and comfort, appreciating the finer things in life, along with classic pieces. She believes in empowerment of women and supports organizations as such.

KEYWORDS

Trailblazing, Attitude, Confidence, Fearless



LAUNCH STRATEGY

TEASER:
FASHION RUNWAY



Tease the collaboration during Fashion Week, identifying key fashion cities around the world

Unlock the power of digital connections and amplify media impact

LAUNCH:
POP-IN/POP-UP & EVENT



Host a launch event to introduce the exclusive capsule through an experiential space

Debut the collaboration collection with a compelling story, elevating the brand's unique experiences

POST-LAUNCH:
E-COMMERCE & COMMUNITY



Post-launch, generating buzz through postings on social channels and seeding within the brand's community

Inspire and nurture the existing connection with the community

TEASER RUNWAY: LONDON FASHION WEEK

Leveraging KNWLS's seasonal runway shows to feature our collaboration products will serve as a powerful introduction to the partnership, significantly increasing brand exposure to a diverse and broader audience.



POP-UP LAUNCH EVENT

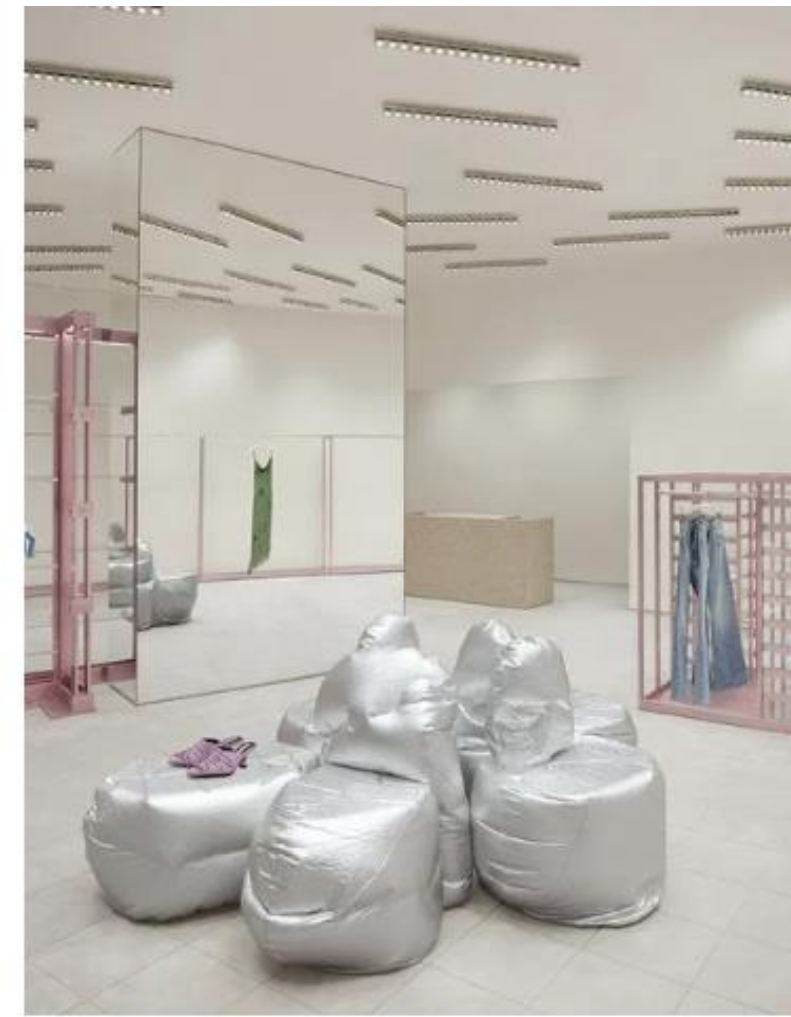
List suggested locations and markets with image reference – e.g. in-store takeover, OOH etc



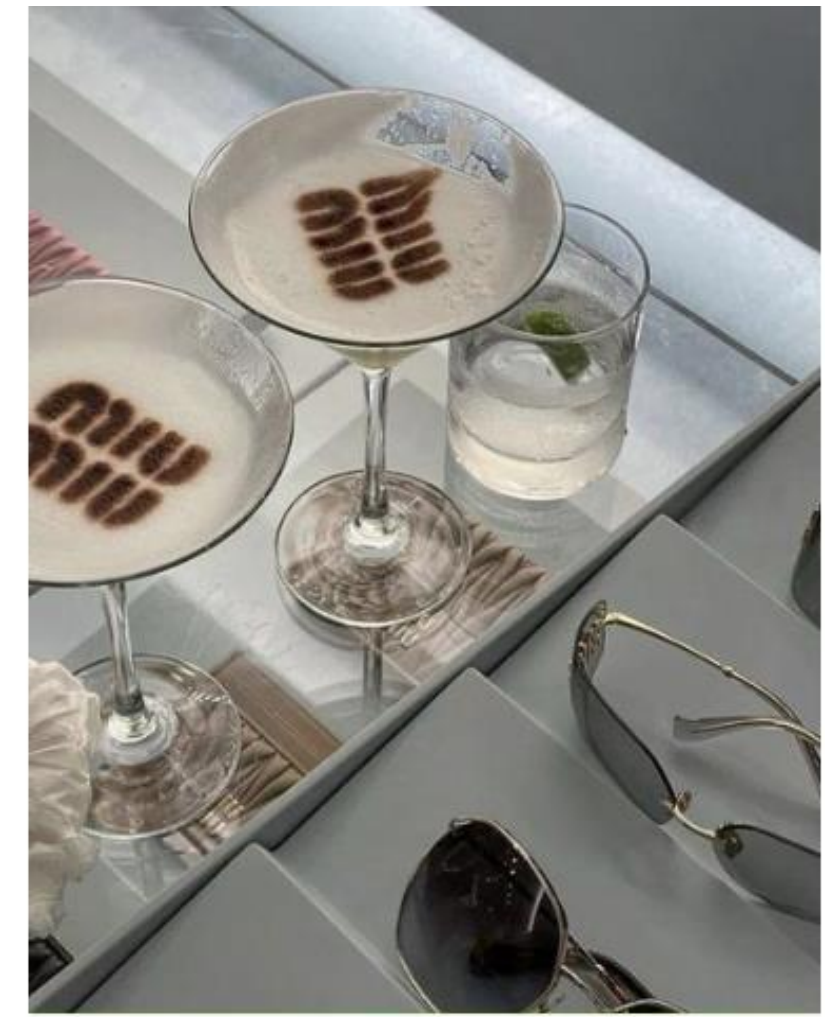
Oversized OOH display in prominent art and culture centric area in London



Light fixtures that incorporates essence of the brand collaboration such as campaign's key elements and motifs



Store interior with blown up decorative display and designer furniture. The space will double up as pop-up event space



Event elements such as cocktails should see innovative ways of incorporating logos/motifs for a photo op moment



CHARLES & KEITH