

SKIMS Fireside Fashion

Marketing Plan

submitted to

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MKT 600 (Decisions in Marketing Management)

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Executive Summary

SKIMS is a retail apparel and fashion brand that specializes in supportive shapewear, loungewear, activewear, and underwear. The company addresses the lack of inclusivity in the shapewear industry by offering a wide range of sizes and skin tones, ensuring that its products cater to a diverse customer base. SKIMS primarily targets women and men aged 18-34 with medium to higher incomes. The brand's competitive advantage stems from its inclusive sizing, versatile design, and ability to transform shapewear into everyday wear. Additionally, SKIMS benefits from a strong digital presence and the influence of co-founder Kim Kardashian. The brand's positioning statement is: "To modern, fashion-conscious women between 18 and 34 of all body types, SKIMS is the only shapewear and loungewear brand that combines inclusive sizing, versatile design, and everyday comfort. This is because it offers a diverse range of innovative products in multiple sizes and colors, backed by the influence of Kim Kardashian and a commitment to high-quality, functional fabrics." The objectives of SKIMS' marketing plan, following our SKIMS Fireside Fashion campaign, include increasing online sales by 10-20%, generating an additional \$200,000 to \$1 million in monthly revenue based on previous sales volumes, and expanding market share by 15% in Europe and Asia. The plan also involves launching sustainable product lines to meet growing consumer demand for eco-friendly options, enhancing the online customer experience through AR technology for virtual fittings, and increasing international market presence. Our collection, with an estimated marketing budget of \$83,000, is a limited-edition release designed to create hype and urgency, driving immediate sales through its exclusive, time-sensitive nature.

Company Profile

- **Company Name:** SKIMS
- **Industry:** Retail Apparel and Fashion
- **Headquarters (city, state, country):** Los Angeles, CA, USA
- **Year founded:** 2019
- **The number of employees:** 770
- **Annual revenue (estimated):** \$750 million

- **Major products and/or services:** Supportive shapewear, loungewear, activewear, underwear
- **Target customers:** Women aged 18-34 with medium-higher income, men aged 18-34 with medium-higher income
- **Distribution channel(s):** Online stores, Retailers such as Nordstrom and Saks
- **Key competitors:** Spanx, Yummie, Savage x Fenty, Victoria's Secret
- **Link to website:** <https://skims.com/>
- **Link to Yahoo! Finance information page (for public companies):**
<https://finance.yahoo.com/company/skims/?h=eyJljoic2tpbXMiLCJuIjoiU2tpbXMifQ%3D%3D>

Situation and Company Analysis

Economic Environment

For SKIMS, the current economic environment can be characterized as "mixed," presenting both growth opportunities and potential slowdowns. In major markets like the U.S. and Europe, steady economic growth is being slowed by ongoing inflation, leading to changes in consumer prices. While consumers are still spending, rising inflation and the increased cost of living are straining disposable incomes, especially for middle- and lower-income segments. As a result, there is a growing focus on cost-consciousness and value, which is likely to affect their purchasing decisions for non-essential items like shapewear. (Measom, 2023) Luxury and premium segments remain less affected by economic downturns, as affluent consumers continue to spend on high-quality and well-branded products. SKIMS' positioning as a luxury shapewear and loungewear brand can appeal to this demographic, which values comfort, style, and brand prestige. (Maverick, 2024)

To navigate this environment, SKIMS can emphasize the quality, and durability of its products. Highlighting the long-lasting value of items can position the brand favorably. Additionally, SKIMS currently leverages promotions and flexible payment options like Buy Now, Pay Later (BNPL) to attract budget-conscious consumers who are more hesitant to make upfront, full-price purchases. By offering a balance of premium quality and accessible pricing,

SKIMS can continue to thrive in a consumer landscape that is increasingly focused on balancing cost with value.

As of September 2024, SKIMS employs approximately 770 people across five continents, including North America, Asia, and Europe. (LeadIQ.com) Depending on the location, finding qualified staff might be moderately challenging due to potential competition in the retail market.

In terms of revenue, five-year-old SKIMS achieved its forecasted 50% growth in 2023, reaching \$750 million. This strong performance places the profitable company on a likely path to an IPO in the coming months. Last year, SKIMS' valuation rose to \$4 billion, up from \$3.2 billion in 2022. (Israeli, 2023)

Technical Environment

The retail and fashion industry is experiencing a technological revolution, in how consumers shop and how brands engage with their audiences. Brands have e-commerce platforms, and mobile apps to enhance the customer experience. With the increasing shift towards online shopping, SKIMS has established a very strong digital presence. With the rise of TikTok, Instagram, and other social platforms brands have found new ways to interact with consumers. SKIMS is doing very well in this space, using brand ambassadors and influencers to create engaging content. SKIMS Brand Ambassador program allows creators to receive free products in exchange for social media content. With social media marketing growing extremely over the last couple of years the company is continuing to create a presence online. Within the last year, SKIMS has partnered with Altana, the world's first Value Chain Management System, to ensure sustainable production. SKIMS' brand velocity is driven by its ability to adapt quickly, innovate, and deliver quality products. (The Big Marketing, 2024)

In terms of trends in the technological environment, augmented reality (AR) has become increasingly popular in the fashion industry, allowing consumers to try on the clothes before buying them. SKIMS can integrate this on their e-commerce platforms, enabling customers to see what the items look like instead of going to a physical store.

Industry Environment

The fashion and shapewear industry is experiencing significant trends shaping consumer demands. Inclusive sizing and fabric-color offerings have become increasingly important, with consumers seeking brands that cater to diverse shapes and sizes. Additionally, sustainability is becoming a key factor, with consumers gravitating toward brands using eco-friendly materials. While SKIMS has built a strong reputation for fit and comfort, incorporating sustainable fabrics could help them meet the growing demand for environmentally conscious products. The fashion and shapewear industry is witnessing significant changes, particularly in sustainability. Consumers are increasingly demanding transparency from brands, expecting clear metrics on their environmental impact. They want to know the materials used during production and prefer brands that incorporate eco-friendly fabrics. For SKIMS to keep up with these industry changes and maintain its relevance, the company will need to integrate more sustainable practices into its operations. (Inc., 2023)

Further, The rise of e-commerce and direct-to-consumer (DTC) sales, especially after the pandemic, has also significantly shifted shopping habits. As a DTC brand, SKIMS has successfully leveraged this trend, but with more brands entering the market, they will need to optimize their digital strategy to differentiate themselves (Storyclash, 2023).

The shapewear market has seen new entrants, particularly brands that are competing in the same space as SKIMS. Companies such as SPANX and Savage X Fenty are expanding their offerings through social media. The brands are not only focusing on affordability but they are also sustainable, which SKIMS should continue to work on to stay competitive. Additionally, fashion brands that previously did not prioritize shapewear are now introducing and launching new shapewear lines. For example: Savage X Fenty is launching a shapewear brand which adds competitive pressure.

As there is a shift in the market for more comfortable clothing, consumers have been found to substitute traditional shapewear for clothing items such as compression leggings which can offer them similar contouring effects. This shift can lead to some consumers' preferences changing their choice of which brand they want to purchase.

Competitive Environment

Spanx, Yummie, and Savage x Fenty are the key competitors of SKIMS. While there are other brands that have smaller offerings of shapewear, these companies make it their main focus. Spanx boasts brand recognition, Yummie prioritizes comfort, and Savage x Fenty focuses on style, SKIMS sets itself apart with its inclusive sizing and everyday comfort. As a result, SKIMS has successfully tapped into a broader demographic, resonating with consumers who seek both functionality and representation. The brand's ability to merge fashion-forward designs with practical, everyday wear has helped it cultivate strong brand loyalty, further positioning itself as a leader in the shapewear industry. This focus on versatility not only enhances its appeal but also allows SKIMS to differentiate itself in a competitive market dominated by long-established brands. (Imarc, 2024)

Political Environment

SKIMS has a primary market in the United States. Currently, it has five physical stores which are located in Georgetown Washington DC, Aventura Florida, Austin Texas, Houston Texas, and Atlanta Georgia (Werner, 2024). They also use pop-up shops around the United States to sell more of their products without having to dedicate full buildings to selling products.

The United States has a relatively stable political system. The rules and regulations are subject to change with different administrations gaining power. Besides its primary market of the United States, SKIMS also sells to almost every country. The only country they do not ship to is Turkey as of August 22nd, 2024 (SKIMS International Page). They use their website to take orders from other countries and can ship them internationally. They include all of their shipping prices at <https://skims.com/pages/international>.

SKIMS sells and ships products to almost every country. This means that different countries have different regulations that SKIMS needs to be aware of. For example, selling to many countries in Europe has to comply with value-added tax (VAT). Value-added tax must be applied to sales. Also, United States-China trade relations might be changed in future administrations. China at any point could stop accepting United States shipments and could also stop exporting to the United States whenever it wanted to. Another regulation to be aware of is

the Standard for the Flammability of Clothing Textiles. This regulation makes sure some textiles aren't flammable and are safe to sell (CPSC Official Website). Some other standard licenses to be aware of are holding an international copyright on their name.

SKIMS has not needed to officially win the support of anyone or governments to operate. However, they have had a controversy that involved a political figure. In 2019, they tried opening up in Japan with the name "Kimono Intimates." The word Kimono is very culturally significant in Japan, and Kim Kardashian was asked by the public not to name it that. Even some Japanese officials and the Mayor of Kyoto had asked her to change the name, which she eventually did (WikiMedia, 2024).

SWOT Analysis

As for our strengths, Kim Kardashian, the co-founder of SKIMS, has played a significant role in building strong brand awareness and recognition. SKIMS has an impressive online presence across platforms like Facebook, Instagram, and TikTok, effectively using these channels to promote and sell its products. The company distinguishes itself by offering shapewear, bodysuits, and comfortable loungewear that cater to a wide variety of body types and skin tones, promoting inclusivity. Further, its product versatility transforms shapewear from a niche product used for special occasions into a staple item that can be worn regularly. Its high-quality products are designed to enhance body confidence while providing practical support, making the brand a popular choice among a diverse range of customers (Storyclash, 2023).

Potential drawbacks, however, include the brand's heavy reliance on Kim Kardashian's celebrity influence, which presents a risk if her attention shifts away from SKIMS. While the brand is renowned for its shapewear, it is less established in other fashion segments, limiting its appeal to a wider customer base. Moreover, the product range, though unique, is more limited compared to competitors offering a broader selection. For example, Spanx offers everyday jeans, while SKIMS does not. The premium pricing of SKIMS products can also deter price-sensitive consumers, as some may feel that the quality, inclusivity, and comfort don't fully justify the higher cost.

SKIMS has several opportunities to drive growth by capitalizing on key social trends, such as the increasing demand for inclusivity and versatility in fashion. By leveraging technological advancements like virtual fitting rooms and AI-driven personalization, the brand can further enhance the customer experience (Storyclash, 2023). Additionally, the growing focus on self-care, remote work, and body diversity has fueled demand for inclusive and comfortable loungewear and shapewear, which SKIMS is well-positioned to meet. Unlike key competitors, SKIMS has the most diverse range of sizing and color offerings.

To expand its reach, SKIMS could enter international markets, particularly in regions like Asia and Africa, where there is significant growth potential. As global demand for body-inclusive, high-quality loungewear continues to rise, these markets offer promising opportunities for further brand expansion (Skims brand analysis unveiled, 1970). SKIMS could also continue to explore collaborations with influencers for joint marketing campaigns, cross-promotions, or bundled offerings. Engaging more with customers through user-generated content campaigns is another powerful opportunity. Encouraging customers to share their personal SKIMS experiences on social media would help build a sense of community while strengthening the brand's online presence.

SKIMS faces some threats from strong competitors like Spanx and Savage X Fenty, who leverage aggressive pricing discounts, influencer partnerships, and loyalty programs. These competitors also utilize omnichannel marketing, maintaining a presence in both physical stores and online platforms to reach a broader audience. Many have well-established brand loyalty, diverse product lines, and strong retail partnerships, often emphasizing sustainable production and affordable pricing, which appeal to price-sensitive and eco-conscious consumers. Moreover, some competitors provide more affordable options and maintain a stronger physical retail presence. This allows customers to experience the products firsthand, offering a more accessible shopping experience—an important consideration in the shapewear category, where fit and feel are key factors in purchasing decisions. Competitors are likely to intensify their promotional efforts, including limited-time discounts, new product launches, and more robust social media campaigns to differentiate their offerings from SKIMS. (Savage X Fenty and skims or the rise of celebrity-led, 20)

While SKIMS is not lagging in adopting new technologies, further integration of AI-driven personalization and virtual fitting rooms, which competitors increasingly use to enhance the online shopping experience, could give it an edge. Additionally, shifts in consumer behavior, such as a move toward more relaxed, non-shapewear fashion, or economic downturns, could decrease demand. Increased competition in the inclusive shapewear market may also lead to market saturation, pressuring SKIMS to continuously innovate. Further, Potential changes in trade regulations, import/export tariffs, and global supply chain disruptions could affect SKIMS' pricing strategies and production timelines, especially as it seeks international expansion. Rising raw material costs and growing sustainability concerns further threaten SKIMS, pushing it to adopt eco-friendly practices to remain competitive in the evolving market (Osum, 2024).

Mission, Objectives & Goals

SKIMS Mission: "We empower individuals by providing innovative, high-quality shapewear and loungewear that enhances comfort and confidence." As featured on the SKIMS website, "We are setting new standards by providing solutions for every body. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, our goal is to consistently innovate on the past and advance our industry for the future."

SKIMS Company Objectives:

1. To be the leading shapewear and loungewear brand in versatility globally.
2. Strengthen customer retention through enhanced engagement and personalized experiences.
3. To be the top choice for innovative and versatile, size-inclusive fashion, continually expanding product lines to meet diverse consumer needs.

SKIMS Smart Goals

1. The company's goal is to be the leading shapewear and loungewear brand in versatility globally by collaborating with several influencers over the next five years, with a specific aim to increase global market share by 15% in regions such as Europe and Asia.

Specific: Increase global market share by 15%, focusing on Europe and Asia.

Measurable: Track market share growth using sales data and market research reports in targeted regions.

Achievable: Implement strategic partnerships, open new flagship stores, and increase online advertising in international markets.

Relevant: Expanding globally aligns with SKIMS' growth objectives and strengthens its position as a dominant global brand.

Time-bound: Achieve this within the next 24 months.

2. The goal is to strengthen customer retention through enhanced engagement and personalized experiences, specifically by increasing the retention rate by 25% through strategies like personalized email campaigns, pop-up shops, and a revamped loyalty program.

Specific: Increase customer retention rate by 25% through enhanced engagement strategies, such as personalized email campaigns and a revamped loyalty program.

Measurable: Monitor retention rates using CRM tools and track the number of repeat purchases.

Achievable: Roll out a personalized recommendation engine on the website and launch a tiered loyalty program.

Relevant: Customer retention increases lifetime value and loyalty, which directly impacts revenue growth.

Time-bound: Achieve this goal within the next 12 months.

3. SKIMS aims to be the top choice for sustainable, size-inclusive fashion by launching 8 eco-friendly product lines and introducing custom-fit options, tracked through sales and sustainability impact reports, with a rollout in the next 24 months to strengthen its market position. (Inc., 2023)

Specific: Launch 8 new sustainable, size-inclusive product lines and introduce eco-friendly custom-fit options across the top-selling categories.

Measurable: Track product line performance through sales data, customer reviews, and sustainability metrics such as carbon footprint reduction and material sourcing.

Achievable: Conduct consumer research on demand for sustainable fashion and collaborate with the existing design team to integrate eco-conscious materials and processes.

Relevant: Meeting diverse consumer needs while prioritizing sustainability aligns with SKIMS' mission and enhances its competitive edge in the inclusive fashion market.

Time-bound: Roll out the new sustainable product lines within the next 24 months.

Marketing Information and Research

Research Question

How can SKIMS tap into engagement and experience, to increase retention rate and sales for the upcoming Winter Season?

Information Needed

- Customer preferences: Insights on what products customers prefer during the winter
- Engagement metrics: engagement on customer interactions- social media engagement on products during different seasons.
- Competitors: Insights into competitors in the shapewear/ fashion industry: what are they doing with their customers during the winter?
- Purchase history: Analyze customer purchase data to identify seasonal trends.

Research Recommendations

- We would search through search engines such as Google, using Harvard Business School research publications, and also using the article by “The Chronicle” which highlights all the aspects of Kim Kardashian’s advertising and shows how she uses marketing in forms such as the NBA and also Instagram posts with other celebrities.
- We will tap into surveys for new and returning customers on the SKIMS website. Some will be during the browsing process, but mainly post-purchase.
- We will tap into alpha testing with ‘Skims Labs’ to test new product lines before launching affordably. (Malach, 2024)
- We will look for any available recordings such as interviews.
- We will use market reports to leverage industry reports on fashion trends, customer preferences, and the growing athleisure and shapewear markets.
- We will use Yahoo! Finance to perform a competitor analysis by studying competitors' pricing, branding, and marketing strategies to find opportunities for differentiation.

Segmentation, Targeting, and Consumer Profile

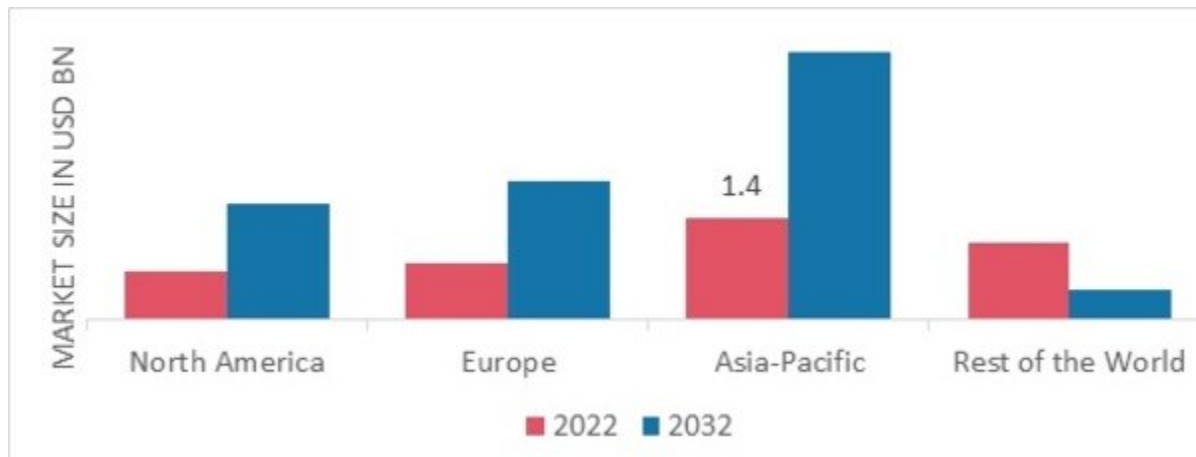
SKIMS is dedicated to inclusivity in sizing and colors, offering a wide range from XXS to 5X and various skin tones. This ensures that individuals of all shapes, sizes, and complexions can find products that suit them, unlike many traditional brands that have limited sizing.

(skims.com) SKIMS further prioritizes comfort and functionality, focusing on creating shapewear that is breathable and enhances the body's natural shape without being restrictive or uncomfortable. In addition to shapewear, SKIMS provides versatile fashion solutions, including loungewear, undergarments, and clothing that seamlessly blend with everyday wear, catering to the modern consumer's need for stylish yet practical options.

For SKIMS, the shapewear market is projected to grow significantly, with estimates suggesting it could reach over \$5 billion by 2025. This growth is driven by a rising demand for inclusivity and versatility in fashion. (Market Research Future) The global shapewear market, including SKIMS products, is expected to expand at a compounded annual growth rate (CAGR)

of approximately 8.0%, reaching around \$3.7 billion by 2028. (Grand View Research, 2021) This growth is influenced by changing consumer preferences toward comfort and a broader acceptance of diverse body shapes, particularly among younger demographics.

Figure 2: SHAPEWEAR MARKET SHARE BY REGION 2022 (USD Billion)



Source: <https://www.marketresearchfuture.com/reports/shapewear-market-7273>

Additionally, the loungewear market has expanded as consumers prioritize comfort, especially in the wake of the pandemic, with this segment also expected to grow substantially due to evolving consumer preferences. (Market Research Future) Furthermore, there is a rising trend toward brands that embrace diversity in their marketing and product offerings, which particularly resonates with younger consumers who value social responsibility.

SKIMS' potential customer base comprises a few categories, including diverse women seeking stylish and comfortable shapewear and loungewear suited to various body types. (skims.com) Additionally, fashion-conscious consumers are drawn to the brand for its trendy and versatile options, perfect for multiple occasions, from casual outings to formal events. SKIMS generally appeals to demographics, such as Gen Z and millennials, who prioritize both versatility and inclusivity. This is all the while aligning with brands that reflect their values. (Shriber, 2024) Furthermore, SKIMS' strong connections to celebrity culture enhance its appeal, as products are

often promoted by influencers, attracting fans eager to emulate their styles. There is a growing interest among men for lounge and underwear solutions, expanding SKIMS' market reach.

SKIMS has successfully appealed to three primary market segments: inclusive shapewear enthusiasts, everyday comfort shoppers, and digital-first shoppers. The brand's commitment to inclusivity and its wide range of sizes and skin tones resonate with both groups. This, combined with the comfortable, supportive, and stylish nature of their products, has made SKIMS a popular choice for those seeking high-quality shapewear.

1. **Inclusive Shapewear Enthusiasts:** This segment seeks comfortable, supportive, and stylish shapewear that enhances their appearance and confidence. They prioritize comfort, quality, versatility, and specific benefits like smoothing, lifting, or slimming. Many individuals in this segment have struggled with body image issues and may be looking for products that boost their confidence and comfort.
2. **Everyday Comfort Shoppers:** SKIMS excels at offering stylish yet highly practical clothing, with a focus on shapewear, loungewear, and intimates that can be comfortably worn at home or out for everyday activities. The brand merges trend-setting designs with everyday versatility, making it appealing to consumers who seek a balance between aesthetics and functionality.
3. **Digital-First Shoppers:** SKIMS has a strong presence on social media platforms like Instagram and TikTok, where it connects with its target audience, particularly millennials and Gen Z. With a primarily online retail model, SKIMS reaches these digital-savvy consumers who prefer to shop online and interact with brands through engaging digital content, influencer marketing, and social media campaigns.

The target segment that this marketing plan will focus on is inclusive shapewear enthusiasts. By targeting this demographic, SKIMS can enhance brand loyalty, as customers are likely to remain dedicated to a brand that resonates with their values and experiences inclusivity and versatility. This focus also allows SKIMS to expand its market reach by tapping into a

growing segment seeking fashionable and functional clothing across various body types and sizes, attracting new customers who may not have previously engaged with the brand.

Identifying the Customer and Problem

SKIMS' ideal target customer is a woman aged 18-34 with medium-higher income. She is passionate about inclusive sizing and comfortable everyday wear. In terms of likes and preferences, this woman is stylish and values versatility. She further values SKIMS' modern aesthetic and expects high-quality, comfortable products that seamlessly integrate into her wardrobe. She likely discovered SKIMS through social media, or Kim Kardashian's influence, and was immediately drawn to the brand's stylish product lines, wide range of sizing, and commitment to innovative shapewear/loungewear solutions. She loves the comfort and versatility of SKIMS' bodysuits and loungewear, which make her feel confident and comfortable in her own skin. In terms of buying preferences, she makes her decisions through research online, including reading product reviews, before purchasing. Both quality and price are values to her, as she makes her decisions. (HelloAdvisr) She often shares her SKIMS outfits on her TikTok and Instagram, encouraging her followers to try out the brand's comfortable lounge/stylish shapewear themselves.

SKIMS is addressing a significant issue in the fashion industry by offering shapewear in inclusive sizing. They go further by offering shapewear that can be worn as an everyday piece of an outfit, such as a top or leggings. The brand enhances the versatility of shapewear, allowing customers to integrate it seamlessly into their daily wardrobes.

Factors Influencing Customer Decisions

Social and Psychological Characteristics

Pop culture and social media highly influence SKIMS' audience. The founder's celebrity status (Kim Kardashian) plays a significant role in shaping brand perception and appeal. Customers are motivated by the desire to feel confident in their appearance, comfortable in their skin, and supported by high-quality, stylish shapewear. This segment tends to have positive

attitudes toward brands that embrace inclusivity and versatility. SKIMS appeals to their need to transform shapewear from a niche product used for special occasions into a staple item that can be worn regularly. (Osum, 2024)

Situational Characteristics

The buying situation for SKIMS' target customer is influenced by both functional needs and emotional desires. She shops for specific occasions but values the versatility of SKIMS products for everyday wear, seeking comfort and style to feel confident in various settings (Osum, 2024). Her level of involvement is relatively high, as she conducts thorough online research, reads product reviews, and seeks out detailed information about sizing and fabric quality before purchasing. This high level of involvement indicates that she is selective about her choices and values products that meet her expectations for quality and style. (Osum, 2024) SKIMS' market offerings are designed to meet her needs, featuring stylish bodysuits, loungewear, and shapewear in a wide range of inclusive sizes. The focus on modern aesthetics and comfort appeals to her desire for wardrobe versatility. Additionally, SKIMS' commitment to innovative solutions in shapewear resonates with her appreciation for high-quality, functional fashion that allows her to express her style without compromising on comfort. Given the emphasis on comfort and versatility, she is likely to use SKIMS products frequently. Items such as bodysuits and loungewear can be worn daily, making them essential pieces in her wardrobe. The practicality of these offerings encourages repeated purchases as she may want to diversify her collection with different colors and styles for various occasions.

B2B/Organizational Buying Considerations

Individual factors influencing her buying decisions include her desire for fashionable yet functional clothing that can be worn for casual outings or as everyday essentials. She values high-quality, versatile products that fit her modern aesthetic and enhance her confidence. Her awareness of SKIMS largely comes from social media, particularly through influencers like Kim Kardashian, which shapes her perceptions of the brand and motivates her purchases.

Organizationally, SKIMS is positioned as a premium brand with a strong focus on inclusivity and a wide range of sizes, meeting her specific needs for body-positive fashion. The brand's marketing strategy effectively highlights its commitment to innovative shapewear and loungewear solutions, which resonate with her lifestyle. In the broader business environment, the rising demand for inclusive fashion and competition from other shapewear brands influence her buying choices. Additionally, the complexity of her decision-making process is heightened by the variety of products available, the brand's celebrity associations, and social media dynamics, as she often relies on peer recommendations and reviews before making a purchase. These factors collectively shape her purchasing behavior and reinforce her loyalty to SKIMS.

Reaching the Customers

To effectively reach SKIMS' ideal target customer, strategic use of influencers and personalized email campaigns can significantly enhance engagement and drive retention rates and sales for the upcoming Winter Season. As shown by our target customer, influencers play a crucial role in shaping SKIMS' brand image and connecting with its target audience. By partnering with both macro and micro-influencers, SKIMS can create authentic content that showcases its winter collection, with influencers sharing personal experiences of wearing SKIMS products to emphasize comfort, style, and versatility. Campaigns like “#SKIMSWinterLooks” or “#WarmUpWithSKIMS” encourage influencers and followers alike to share how they integrate SKIMS pieces into their daily wardrobes, fostering a sense of community and driving user-generated content. In addition to influencer marketing, personalized email campaigns can enhance customer engagement by delivering tailored content directly to this audience. By focusing on our target customers' previous purchases and preferences, SKIMS can send relevant product recommendations, curated winter outfit ideas, and exclusive offers, reinforcing customer loyalty. This dual approach of leveraging influencer credibility and the precision of personalized emails will effectively engage the target demographic, enhance the customer experience, and ultimately drive retention rates and sales for the winter season. (Sprout Social, 2024)

Value Proposition and Positioning

Competitive Advantages

The founder of SKIMS has become a significant influencer, promoting the brand's values of inclusivity and body positivity. By offering a wide range of sizes from XXS to 5X, SKIMS ensures that all body types are represented and actively celebrates diverse customers, fostering a community of acceptance and confidence. Additionally, SKIMS features products in various shades to match different skin tones, enhancing inclusivity and allowing individuals of all complexions to find clothing that complements their skin. This commitment to diverse sizing and skin tone variety distinguishes SKIMS in the market and reinforces its dedication to creating an inclusive fashion experience.

The brand provides clothing for various purposes, including shapewear and loungewear, ensuring customers can find functional yet fashionable items for any occasion. SKIMS has successfully established itself in the digital realm, leveraging social media platforms like Facebook, Instagram, and TikTok to promote and sell its products effectively (Storyclash, 2023). By maintaining low supply and high demand, SKIMS enhances the desirability of its products; when items are more challenging to obtain, their perceived value increases. The brand has mastered this strategy, making customers feel as though they belong to an exclusive club when they successfully acquire an in-demand item (Lorincz, 2024).

Additionally, SKIMS generates excitement around product releases through limited-edition collaborations with other brands and public figures, further enhancing interest in the brand. All these strategies support SKIMS' ongoing expansion in an increasingly competitive sector, reinforcing its position as a leader in inclusive and fashionable loungewear. (Borges, 2024)

Market Niche and Positioning Strategy

The market niche for SKIMS is defined by its commitment to inclusivity and versatility, which resonates strongly with its target audience of women aged 18-34. Inclusivity is at the heart of SKIMS' brand identity. By offering a wide range of sizes, from XXS to 5X, SKIMS ensures that women of all shapes and sizes can find products that fit them comfortably. This focus on

diverse body types not only promotes body positivity but also fosters a sense of community among customers who feel represented and celebrated. Versatility is another crucial element of SKIMS' market niche. The brand designs its products with the idea that they can be worn in various settings, from casual outings to more formal events. This multifunctionality appeals to the target demographic, which values stylish yet practical clothing that seamlessly integrates into their everyday wardrobes. SKIMS' pieces are designed to be layered and styled in multiple ways, allowing customers to mix and match items to create unique looks that fit their lifestyles. This versatility not only enhances the practicality of the products but also encourages repeated purchases as customers seek to expand their collections with items that can be worn on different occasions.

The recommended positioning strategy for SKIMS is to highlight comfort and quality by emphasizing the luxurious feel and premium materials used in its products. This approach aligns with the brand's ethos of providing high-end, comfortable shapewear and clothing for all body types. By focusing on quality and comfort, SKIMS reinforces its image as an affordable luxury brand that delivers superior value without compromising on inclusivity or style. This strategy is ideal because it appeals to both the practical and emotional needs of consumers, ensuring SKIMS stands out in a competitive market.

Positioning Statement

“To modern, fashion-conscious women between 18 and 34 of all body types, SKIMS is the only shapewear and loungewear brand that combines inclusive sizing, versatile design, and everyday comfort. This is because it offers a diverse range of innovative products in multiple sizes and colors, backed by the influence of Kim Kardashian and a commitment to high-quality, functional fabrics.”

Repositioning Considerations

SKIMS is well-positioned in the market, especially with its emphasis on inclusivity, celebrity branding, and premium quality. Repositioning is unnecessary, as the brand has achieved

a distinct identity that resonates with its target audience. However, to remain competitive, SKIMS could expand into eco-friendly materials, giving back to the community and sustainable production methods, aligning with growing consumer interest in sustainability. This could enhance the brand's appeal to environmentally-conscious consumers without losing its core identity.

Product Strategy

The product that we'd like to introduce to SKIMS is a new winter line of versatile bodysuits. The collection will feature 5 different types of bodysuits: long-sleeve, half-sleeve, short-sleeve, spaghetti straps, and strapless. This line will cater to our target customers who are likely seeking comfortable and stylish winter wear without bulky layering. For example, these clothing items can be worn as regular shapewear under clothing or as a piece themselves. Given the time of the launch, the collection will be Winter-themed and we will look into top-line fabrics and technology to ensure warmth during the cold season. The line will be called "SKIMS Fireside Fashion" and will include bodysuits that are "layerable essentials." For example, these shapewear items can include features with magnetic connectors or buttons. In addition, all items will be pieced together with quality fabrics. This high-grade quality will likely last longer for the consumer (increasing value) and combat sustainability issues, such as Fast Fashion. Emphasizing sustainability will also benefit the company, as it furthers SKIMS' SMART goal to launch 8 new sustainable, size-inclusive product lines within the next 24 months. To save money, we will stick with simpler patterns/designs, so customers can style as they please with winter accessories like scarves, coats, furs, etc. In terms of coloring, we can introduce new festive "holiday" colors such as burgundy, cocoa, pine, mahogany, etc. We can also add a fun tagline such as "Hibernate those winter blues and warm up with SKIMS' new cozy fireside fashion." to create buzz around the launch.

This winter-themed launch will be perfect for penetrating the market during the upcoming winter season and Black Friday. For example, because we have decided to continue with SKIMS' "product drop" strategy, we can focus on the lines "limited-edition" factor by building excitement. This can be done through an innovative winter-themed pop-up shop or a

celebrity influencer collaborative partnership. By creating a sense of urgency, we believe our target market will buy more, as they know it will leave after the holiday season.

Building Strong Brands

The brand we are trying to build is SKIMS Fireside Fashion. Today, people will think of this brand as a solution-focused entity in fashion. SKIMS Fireside Fashion appeals to those seeking versatile, everyday pieces during the colder seasons. With this collection, we will focus on promoting the “layering aspect” of SKIMS versatile bodysuits for Winter warmth. By focusing on the need for warmth and flexibility, the collection captures the evolving demands of consumers who prioritize both form and function in their wardrobe essentials.

The current brand promise of SKIMS is that they are a “solutions-oriented brand creating the next generation of underwear, loungewear and shapewear.” (skims.com) While adequate, we believe the SKIMS Fireside Fashion could provide a more pointed brand promise that better defines and contributes to SKIMS’ SMART goals. For example, SKIMS Fireside Fashion promises to provide innovative body sculpting solutions - empowering everyone to feel confident no matter the season. The promise could be quoted as, “Sculpting for every body, Every season.”

The SKIMS Fireside Fashion is:

- Warm and approachable (aiming to enhance confidence)
- Solution-oriented (body-enhancing pieces for all-day wear)
- Modern and innovative

The SKIMS Fireside Fashion is never:

- Limited to a body standard
- Trend-focused without functionality
- Outdated or uncomfortable

The SKIMS Fireside Fashion offers bodywear that combines timeless elegance with body confidence and delivers warmth, comfort, and support for the winter season. To position the brand effectively, our focus will be on all-day wearability and support, specifically in the Winter season. We will emphasize how the collection transcends seasons while remaining perfectly suited for winter. This shows longevity in design and material quality. Further, this will appeal to our target consumers who value classic, versatile pieces. A narrative around elegance without sacrificing comfort can resonate with customers who want clothing with soft fabrics and provide warmth while being stylish.

The collection will be marketed as a limited seasonal offer to remain exclusive. Messaging, such as “Sculpted for Winter, Made to Last,” will highlight the winter-specific functionality and enduring style, while “Embrace the Season, Enhance Your Shape” will emphasize body-shaping as an experience of comfort and self-confidence.

For our marketing strategy, we will create seasonal marketing campaigns that showcase how SKIMS Fireside Fashion fits into holiday celebrations, cozy winter gatherings, and winter travel. For example, this will include a winter-themed pop-up shop that emphasizes functionality, like layering under winter clothing, to attract our target looking for versatile pieces. Further, our team will consider influencer partnerships to showcase the collection’s seasonal and classic appeal. By generating buzz around our exclusive collection, we aim to create urgency and desirability, enhancing both customer loyalty and sales.

Managing Integrated Marketing Communication

We will aim to achieve our goals through robust digital, direct, and experiential marketing initiatives. Our campaign will aim to influence and engage our target and our slogan will be “Hibernate those winter blues and warm up with SKIMS' new cozy fireside fashion.” To reach our target audience, we will utilize social media, email marketing, and a winter-themed pop-up shop. We will also aim to foster a collaboration with celebrity influencer, Sabrina Carpenter, who will be the face of the line. We aim to increase brand identity through these channels and create buzz around our SKIMS Fireside Fashion. By encouraging users to post

online about their experience at the pop-up, reply to our email surveys, interact with our website/app, and use our hashtags, such as #SKIMSWinterLine, #SKIMSWinterLooks, or #WarmUpWithSKIMS, #SKIMSxSabrina, it should inherently increase brand awareness and achieve this goal.

SKIMS Fireside Fashion Goal

Our goal is to increase SKIMS Black Friday sales by at least 20% among modern, fashion-conscious women aged 18 and 34, who are seeking comfortable, versatile shapewear solutions. This will be done through digital, direct, and experiential marketing channels. We encourage our consumers to hibernate their winter blues and warm up with our new cozy fireside fashion today.

SKIMS Fireside Fashion Messaging

Example #1

- Primary message: Our line will create the “Ultimate fireside fashion with Unmatched Style.” SKIMS Fireside Fashion allows consumers to elevate their winter wardrobe – where style meets comfort, keeping you cozy, confident, and effortlessly chic this season
- Message Pillar: This collection will boost confidence and enforce warmth and comfort all season long
- Proof Point: Crafted from high-quality, ultra-soft fabric, SKIMS Fireside Fashion chicly enhances natural curves, while ensuring warmth and comfort. It is dual purpose and will be sure to last the consumer a while.

Example #2

- Primary Message: Our line will aim to “Embrace every layer of yourself this winter.” SKIMS Fireside Fashion combines unmatched warmth with a perfect fit, so you can feel as good as you look, all season long.
- Message Pillar: This collection will provide timeless Winter Style

- Proof Point: With our stylish and classy bodysuits, SKIMS Fireside Fashion adapts to all your winter moments in effortless style.

Promotional Mix and IMC Tools

In terms of digital marketing, we believe social media will be a big tool for SKIMS to leverage. Surrounding the launch, we will mainly utilize Instagram, Facebook, and TikTok to engage the audience and inform them about our new line. This will be done through posts, reels, lives, and more. Users following SKIMS on these platforms will be able to add testimonials and build excitement through our hashtags. We will also utilize the SKIMS website and a mobile app to engage with our target by promoting the line via notification banners and text reminders (these can be opted out from at any time). The effect we hope to achieve from this is to generate excitement and drive sales for SKIMS Fireside Fashion. Our plan further includes using email marketing to allow our target consumers to sign up for the latest SKIMS Fireside Fashion news and experience a product line launch countdown. This will be sent via an active newsletter to their email.

Because SKIMS 'audience overlaps with Sabrina Carpenter's fanbase, we think SKIMS Fireside Fashion should foster an influencer collaboration with the beloved singer. Sabrina is one of the biggest pop stars in the world right now and is known for her stylish fashion choices. Her poise and attitude fit SKIMS's body positivity and confidence ethos, making her the ideal face for SKIMS Fireside Fashion. Our strategy is to focus on content that taps into warm and fashionable messaging, including Sabrina behind the scenes wearing the collection. To push content out and foster UGC, we plan to create a hashtag challenge where users can share their own SKIMS look, tagging both SKIMS and Sabrina. As a result, we think this will boost customer engagement while building a community around the line. Our plan further includes using email marketing to allow our target consumers to sign up for the latest SKIMS Fireside Fashion news and experience a product line launch countdown. This will be sent via an active newsletter to their email.

Regarding direct marketing, we believe SKIMS can continue improving its email strategy. As of now, SKIMS sends emails to returning customers about their post-purchase

experience and recommends future items based on their cart. However, we think there should be additional emails sent containing surveys about their customer experience overall. Customer experience is important to prioritize, as its metric is a direct determinant of brand loyalty and repeat purchases. SKIMS should constantly aim to improve the customer experience to increase future sales for both SKIMS Fireside Fashion and future lines. After our pop-up shop event, guests will have the option to scan a QR code, which will direct them to a pointed survey about the experience. It will cover everything from the line itself to the staffing and the event to ways they could improve. These reviews will give SKIMS key learnings for future event production engineering. At the bottom of their email communications, SKIMS can also encourage consumers to post with the hashtags #WarmupwithSKIMS and #SKIMSFiresideReview. This can ultimately lead to increased word of mouth and brand awareness.

In terms of experiential marketing, we will create a Winter Fireside Fashion Pop-up to create an immersive and cozy experience for consumers that brings the SKIMS winter bodysuit line to life. This seasonal Pop-up will transform an urban space in NYC into a warm fireside escape. The shop itself will be styled as a classy living room, complete with a glowing fireplace, soft rugs, and comfortable seating. There will be stockings, plaid blankets, a Christmas tree, and more. Upon arrival, guests will be welcomed with hot cocoa and cider creating a warm and relaxing ambiance that invites them to unwind and experience the bodysuit collection in a familiar homey setting. During the pop-up, we will offer interactive styling stations where guests can experience layering with body suits with mock accessories and create their own looks. The pop-up will last 3 days (over a weekend) and Sabrina Carpenter will be on-site dressed as Santa to greet/take photos with the guests. To manage crowds, the pop-up will be registration only, so it will be important for SKIMS to advertise this pop-up on social media and their website/app ahead of time.

Managing Distribution Channels and Pricing Strategy

SKIMS Fireside Fashion distribution strategy will include the SKIMS online shop/app and a dedicated pop-up in NYC. We will not distribute through pre-existing partner retailers like Nordstrom and Saks Fifth Avenue to keep things simple and exclusive. The online store

provides wide-reaching accessibility, allowing nationwide customers to purchase conveniently. In addition, the SKIMS app will provide a navigable shopping experience for shoppers who are on the go. We believe the continued use of an online shopping channel will enable SKIMS' Fireside Fashion to track online behavior and gain valuable insights into customer preferences, enabling data-driven decisions for future collections and marketing campaigns. On the other hand, our NYC pop-up adds a unique physical shopping experience to SKIMS Fireside Fashion. Since SKIMS is mainly an online retailer, we think this opportunity will be one that our target is extremely interested in. The pop-up site aligns with the exclusivity of this limited edition collection, creating a more immersive connection with customers and building hype around the brand. By having these distribution channels SKIMS' Fireside Fashion can target their audience and drive sales through both channels.

Pricing

When the SKIMS Fireside Fashion line launches, we plan to price each bodysuit at \$72 per item. This is the current price that SKIMS prices their sculpting bodysuits at. We believe that this price point will work for our target, as consumers are already willing to pay that price today and the company does well. For example, we found that while specific profitability figures are not public, SKIMS reported an estimated net profit of \$190 million for 2023 and has an estimated \$670 million for funding in 2024. (Sacra) Although this line will be at a higher price point than certain competition, such as Spanx who currently price their bodysuits around \$58, we think given our limited-edition element and low stock that consumers will be willing to pay more for quality and exclusivity. Our target consumer will also get multiple wears and warmth, equating to an abundance of value.

To keep SKIMS Fireside Fashion valuable to the company, our limited stock items online will be fully priced. The only discounts that will be available to the consumer will be in terms of shipping, which will be dependent on the company's current holiday plan. In terms of the pop-up however, if our consumers attend and buy in person, they can receive a 15% holiday discount on their purchase. With these strategies in place, we hope to build buzz around the pop-up and achieve profitability, all while being the top shapewear choice during the holiday season.

Because our target market is accustomed to medium-higher income, we don't think they will be that sensitive to price changes. In addition, our line is launching during the holiday season, where we expect consumers to pay more on holiday gifts, as history has shown. To break even and achieve profitability, we aim to achieve about \$500,000 in sales from the SKIMS Fireside Fashion Line. Anything that exceeds that amount will count towards our profit.

Growth and Budget

Our SKIMS Fireside Fashion campaign mainly operates in stages one, three, four, and five. SKIMS Fireside Fashion does not operate at stage two of the sales process, as we have already identified our target market and their needs.

STAGE ONE

Our winter-themed pop-up for SKIMS Fireside Fashion creates an immersive shopping experience, encourages in-person interaction, and mainly attracts new clients within our target segment to explore the versatile bodysuit collection. To continue, the collaboration with Sabrina Carpenter amplifies our campaign by marketing the line to her existing fans, raising exposure, and connecting with prospective buyers. Furthermore, SKIMS Fireside Fashions festive holiday-themed branding and hues like burgundy, cocoa, and pine enhance the seasonal appeal, captivating fashion-forward consumers during the holiday shopping season. Together, these strategies build enthusiasm and awareness, drawing new clients into SKIMS' network while positioning the collection as a must-have winter essential.

STAGE THREE

By providing versatile items that work as both shapewear and stand-alone pieces, the SKIMS Fireside Fashion line positions itself as the best solution to winter fashion demands. It provides warmth, comfort, and style without the bulk, addressing our audience's common winter

concerns. The collection's emphasis on sustainability further appeals to environmentally conscious consumers and supports SKIMS' SMART aim of introducing size-inclusive, sustainable product lines. Since they are made from premium materials, our bodysuits are long-lasting and reasonably priced, which counteracts the negative effects of fast fashion.

STAGES FOUR AND FIVE

The SKIMS Fireside Fashion campaign drives conversions through strategic tactics, including limited-edition product drops that create urgency and encourage immediate purchases. By aligning the launch with Black Friday, the campaign ensures maximum visibility during a high-sales period, capitalizing on consumer interest. Holiday colors and themes further enhance the collection's appeal, aligning with gifting trends and making it a favorite among holiday shoppers. Additionally, the campaign supports follow-up efforts by emphasizing sustainability, fostering positive post-purchase sentiment, and building brand loyalty. The collection's durability encourages repeat purchases and ongoing engagement, as customers will recognize the quality and anticipate future SKIMS launches.

Measurement Through KPI's

By showcasing the Fireside Fashion line through engaging content and exclusive offers, we aim to capture the attention of our target, sparking interest and addressing their evolving needs for versatile, cozy, and stylish bodysuits. This will position our sales team to effectively present the Fireside Fashion collection as the ideal solution for our targets comfort and style preferences. We will measure the success of this campaign through the following KPIs:

- **Total Sales/Revenue:** This will directly measure the campaign's impact on the bottom line by tracking the total sales generated from the Fireside Fashion line, including both online and from the pop-up shop.
- **Number of Pop-Up Registrations:** This will assess the campaign's ability to attract new customers by measuring the number of people who register for the exclusive Fireside Fashion pop-up event.

- **Engagement/Impressions:** This will gauge the level of interest and interaction with the campaign's content across various social media platforms (Instagram, TikTok, etc.). Key metrics to track:
 - **Social Media Impressions:** Total number of times SKIMS' Fireside Fashion campaign's content (posts, videos, stories) is viewed.
 - **Likes, Comments, and Shares:** The number of user interactions with the content.
 - **Page Views:** The number of times users visit the SKIMS' Fireside Fashion campaign's landing page or social media profiles.
 - **Video Views:** The number of times users watch the campaign's videos.
- **Followers:** This will measure the campaign's ability to grow the brand's social media following and audience reach. Key metrics to track:
 - **New Followers:** The number of new followers acquired across all social media platforms from the new line.
 - **Follower Growth Rate:** The percentage increase in followers over a specific period.
- **Website Traffic and Unique Visitors:** This will measure the campaign's effectiveness in driving traffic to the SKIMS website and generating online sales. Key metrics to track include:
 - **Website Traffic:** The total number of visits to the SKIMS' website.
 - **Unique Visitors:** The number of distinct individuals who visit the website.
 - **Conversion Rate:** The percentage of website visitors who make a purchase.
 - **Average Order Value (AOV):** The average amount spent per order.

By tracking these KPIs, we can evaluate the campaign's performance and make data-driven decisions to optimize future marketing efforts.

Budget

Item #1: Social Media Collaboration	Partner with Sabrina to boost brand visibility and engagement among target audiences on platforms like	Estimated Total: \$3,000
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with Sabrina Carpenter	Tiktok and Instagram. Include influencer fee and social media advertising.	
Item #2: Fireside Pop up Shop	Partner with Sabrina to boost brand visibility and engagement among target audiences on platforms like Tiktok and Instagram. Include influencer fee and social media advertising.	Venue Rental: \$15,000 Decor and Set up: \$9,000 Staffing: \$5,000 Marketing Collateral: \$2,000 Total: \$31,000
Item #3 Email Marketing Campaign	Reach Existing customers and new prospects through a series of visually engaging and personalized email campaigns promoting Fireside fashion line.	Email and Copy writing service: \$2,000 Email Platform subscription: \$1,000 Estimated Total: \$3,000
Item #4 Digital Marketing Campaign	Launch targeted online advertisements on social media platforms such as Tiktok, Instagram and Pinterest and google ads to bring in traffic to the website.	Ad Campaigns: \$25,000 Content production/ Influencer Budget : \$20,000 Analytics tools: \$1,000 Total: \$46,000
		Estimated campaign impact: \$83,000

The Fireside Fashion line campaign is projected to generate sales revenue between \$100,000 and \$500,000 during a limited time, such as a weekend pop-up shop or week-long product drop. Exclusive items are expected to sell out within a week or two. Key revenue drivers

include the innovative offering of cozy, stylish collection tailored to evolving customer needs and the strategic choice of a prime location in NYC, which would boost sales potential. Following the campaign, online sales are expected to rise by 10-20%, adding an estimated \$200,000–\$1 million to monthly revenue based on prior sales volumes. Additionally, a well-executed campaign could achieve between one and ten million impressions through user-generated content, influencer partnerships, and promotional efforts. With 15-20% of pop-up visitors potentially being first-time customers, SKIMS could attract 5,000–20,000 new buyers, aligning with the "early adopters" phase in Rogers’ model and positioning the brand as a leader in blending function and fashion. (Kotler, P et. al, 2023).

A successful campaign could pave the way for broader scalability, including expanded production and distribution to global markets, potentially driving annual revenues up by 5-10%. The short-term revenue impact is estimated at \$300,000–\$1 million (combining pop-up sales and online boost), while the long-term impact could increase annual revenue by \$5–\$10 million with effective scaling. Although these projections are seemingly ambitious, we think they are generally realistic based on the prime location of the pop-up, our effective marketing plans, and the fact that SKIMS is a high-profile brand with existing strong market penetration.

SKIMS Fireside Fashion Action Plan

Timing	Activity Type	Brief Description	Audience	Owner
May 17th (6 months to launch)	<i>Initial Marketing Plan Presentation to SKIMS</i>	<i>At this meeting, we presented our upfront marketing ideas to SKIMS CEO and secured a spot to design and implement a new Winter line for the upcoming Season.</i>	<i>SKIMS CEO</i>	<i>Team 6</i>
June 17th (5 months to launch)	<i>Campaign Development Kickoff</i>	<i>Finalized creative brief and began development of digital assets, ad campaigns, and influencer partnerships.</i>	<i>Internal marketing team, design partners</i>	<i>SKIMS Creative Team Leader</i>
June 24th	<i>Email Marketing Strategy Development</i>	<i>Drafted initial email templates for engagement and promotional campaigns leading up to the launch.</i>	<i>SKIMS email subscribers</i>	<i>SKIMS Digital Engagement Team</i>

July 1st	<i>Social Media Planning Kickoff</i>	<i>Outlined content strategy for Instagram, TikTok, and Facebook, including teaser posts, reels, and Lives. Sabrina teaser post creation.</i>	<i>SKIMS/Sabrina Carpenter followers</i>	<i>SKIMS Social Media Team</i>
July 17th (4 months to launch)	<i>Influencer Outreach Launch</i>	<i>Initiated outreach to Sabrina Carpenter to secure collaboration for teaser campaign, pop-up, and event promotions.</i>	<i>Sabrina Carpenter</i>	<i>SKIMS Influencer Marketing Team</i>
July 24th	<i>Teaser Email Campaign Launch</i>	<i>Sent first teaser emails promoting the Winter line, introducing the product theme, and encouraging early buzz.</i>	<i>SKIMS email subscribers</i>	<i>SKIMS Digital Engagement Team</i>
July 31st	<i>Website and App Updates</i>	<i>Began updating the SKIMS website and app with banners hinting at the new line and countdown to launch.</i>	<i>SKIMS website visitors, app users</i>	<i>SKIMS Digital Engagement Team</i>
August 17th (3 months to launch)	<i>Social Media Teasers & Engagement Plan</i>	<i>Rolled out teaser posts, reels, and stories on Instagram, TikTok, and Facebook. Introduced hashtags for audience engagement.</i>	<i>Online audience, SKIMS followers</i>	<i>SKIMS Social Media Team</i>
August 18th	<i>Email Marketing Expansion + Collaboration Announcement</i>	<i>Sent detailed emails with product sneak peeks and links to social media content to drive more audience engagement. // Announced partnership with Sabrina Carpenter.</i>	<i>SKIMS email subscribers // Sabrina Carpenter + SKIMS online audience</i>	<i>SKIMS Email Marketing Team // Team 6</i>
September 17th (2 months to launch)	<i>Event Logistics Finalization</i>	<i>Secured venue, finalized interactive pop-up elements, and coordinated vendor agreements for the NYC event.</i>	<i>Event partners, vendors</i>	<i>SKIMS Events Production Team</i>
September 24th	<i>Full Social Media Engagement Launch / App Notification Push</i>	<i>Began consistent posting schedule, highlighting influencer collaborations and hashtag testimonials. // Sent app notifications with sneak peeks of the Winter line and a countdown to the launch.</i>	<i>SKIMS followers and app users</i>	<i>SKIMS Social Media Team + SKIMS Digital Engagement Team</i>
October 17th (1 month to launch)	<i>Full Campaign Rollout & Event Finalization</i>	<i>Launched official campaign ads on all platforms, including Instagram Lives and TikTok videos featuring Sabrina Carpenter.</i>	<i>Media, micro influencers online audience</i>	<i>SKIMS PR & Media Team</i>
October 24th	<i>Press Kit Distribution</i>	<i>Delivered press kits to media outlets with exclusive previews of the Winter line.</i>	<i>Media, micro influencers</i>	<i>SKIMS PR Team</i>

November 1st	<i>Final Email & Text Strategy Implementation</i>	<i>Sent targeted emails and texts with exclusive invites to the pop-up and launch event, along with opt-out options.</i>	<i>SKIMS subscribers, app users</i>	<i>SKIMS Digital Engagement Team</i>
November 15-17th	<i>SKIMS Fireside Fashion Pop-Up NYC</i>	<i>Pop-up showcasing the Winter line with interactive styling workshops, Sabrina Carpenter meetup, and giveaways. “Warm-Up” Marketing Implemented</i>	<i>Our target audience + NYC residents/attendees</i>	<i>SKIMS Event Production Team</i>
November 15-17th	<i>Live Event Coverage</i>	<i>Real-time updates on Instagram, TikTok, and Facebook showcasing pop-up highlights and audience reactions.</i>	<i>Online audience, SKIMS followers</i>	<i>SKIMS Social Media Team</i>
November 20th, 2024	<i>SKIMS Fireside Fashion Line Launch</i>	<i>Official Winter line launch with media coverage.</i>	<i>Target market, media, micro influencers</i>	<i>SKIMS Marketing and PR Team // Team 6</i>
November 20-December 25th	<i>Follow-up Activities & Campaign Evaluation</i>	<i>Gathered data on event attendance, social media engagement, and sales. Sent thank-you emails to attendees and influencers. Prepared a detailed campaign effectiveness report.</i>	<i>SKIMS Internal team, stakeholders</i>	<i>SKIMS Marketing Analytics Team</i>

Ethics, Social Responsibility, Responsible Marketing and Risk

SKIMS has made some efforts to improve its ethical and social responsibility practices, but there's still room for improvement.

SKIMS’ Current Ethical Practices

SKIMS has published a Compliance Statement outlining its commitment to preventing modern slavery and human trafficking in its supply chain. They conduct regular audits and have a code of conduct for suppliers. SKIMS claims to ensure fair wages, safe working conditions, and healthy environments for its warehouse and factory workers. As a member of the Fair Labor Association (FLA), SKIMS is dedicated to promoting human rights and ethical labor practices. They are actively working towards Fair Labor Accreditation to ensure that workers in our supply chain are paid fairly, protected from harm, and work in safe and healthy conditions. (Environmental, skims.com)

Further, SKIMS is in partnership with Baby2Baby, a national nonprofit that has distributed over 450 essential items to children in need over the past 13 years. By supporting their mission, they help to provide diapers, clothing, and other critical items to over a million children across the United States. (Environmental, skims.com)

SKIMS' Current Environmental Sustainability

SKIMS has partnered with Watershed to measure and reduce its carbon footprint. They have set ambitious targets to reduce greenhouse gas emissions by 42% by 2030. While SKIMS hasn't explicitly detailed its use of sustainable materials, they have made some efforts to reduce plastic packaging and use recycled materials. In addition, SKIMS is paying attention to climate action and participating in climate-forward initiatives. As the first apparel brand to join Frontier, a \$1 billion commitment to permanent carbon removal by 2030, they invested over \$1 million in innovative startups like Charm, Heirloom, and Vaulted Deep. These startups are developing groundbreaking technologies to remove carbon dioxide from the atmosphere, helping SKIMS' to build a more sustainable future. (Environmental, skims.com)

Recommendations

To enhance SKIMS' commitment to sustainability, one significant recommendation is to transition to 100% plastic-free packaging. To lessen waste and their influence on the environment, several well known firms are implementing packaging options that are biodegradable, compostable, or completely recyclable as customer awareness of environmental issues increases. (Saveth, 2024) SKIMS might take advantage of this chance by using cutting edge environmentally friendly materials for its goods, such compostable wrappers, plant based fibers or recycled cardboard. A "return and recycle" scheme might also be put in place, enabling clients to send back used packaging for proper recycling. This strategy not only supports sustainable practices but also strengthens ties with eco-aware customers, proving that SKIMS actively engages its clients in its waste reduction efforts. (Edwards, 2023) Using product pages

and social media campaigns to promote this effort would increase its impact and position SKIMS as an ethical, forward thinking company in the cutthroat fashion sector.

Investing in a sustainable product line composed solely of environmentally friendly materials such as bamboo, organic cotton or recycled polyester is another recommended course of action for SKIMS. Additionally, introducing a “repair and reuse” program that encourages consumers to prolong the lives of their items is another suggestion for skims. This initiative could offer repair kits for minor fixes like stitching, along with tutorials to help customers refresh their items at home. SKIMS could also provide a repair service where customers can send back worn products to be repaired and returned to them.

Risk Factors

SKIMS faces a significant risk due to its heavy reliance on Kim Kardashian’s personal brand. Any negative changes in her reputation or public image could adversely impact the company’s perception and sales. To mitigate this, SKIMS Fireside Fashion should invest in branding that emphasizes the quality, inclusivity, and uniqueness of its products, minimizing dependence on Kardashian’s personal. Establishing our collection with strong core values will reduce vulnerability. Additionally, developing a crisis management plan focused on proactive public relations strategies can help address any potential reputational challenges.

Pricing may further limit SKIMS' appeal to price-sensitive consumers. To address this, the company could introduce more affordable, entry-level product lines alongside its premium offerings. This would broaden its customer base and enhance accessibility. While SKIMS Fireside Fashion line doesn’t necessarily appeal to these price sensitive customers, future lines may be adapted to fit that demographic of SKIMS consumers.

To strengthen its position against competitors like Spanx and Savage X Fenty, SKIMS should focus on technological innovation. Investing in features such as virtual fitting rooms and AI-driven personalization can significantly enhance the online shopping experience, setting SKIMS apart. Additionally, establishing partnerships with select physical retail stores or pop-up shops will allow customers to try products in person, enhancing SKIMS’ omnichannel presence and boosting customer confidence in their purchases.

Global supply chain disruptions pose a risk to SKIMS' production and distribution. To mitigate this, the company should diversify its supplier network across different regions, reducing dependency on any single source. Maintaining buffer stock and adopting agile supply chain practices will ensure quick adaptability to unforeseen disruptions. Moreover, staying informed about global trade regulations and having contingency plans for potential tariffs or restrictions will safeguard the company's operations against regulatory changes, ensuring smoother international expansion.

CONCLUSION

Based on our efforts, we believe SKIMS will successfully position itself as a leader in the shapewear and loungewear market during Black Friday and the upcoming Winter Season. In general, SKIMS' ability to adapt to changing consumer preferences, specifically in the areas of versatility and comfort, have been pivotal for its growth. As SKIMS continues to navigate a competitive landscape during the Winter time, it must leverage its unique strengths while addressing potential threats from market saturation and evolving consumer behaviors. Our upcoming SKIMS Fireside Fashion collection aims to put a spotlight on the brand with its expansive marketing campaign and limited availability. As a result, it will increase the amount of interest, brand loyalty, and sustainability efforts within the company. Looking forward, we believe SKIMS' commitment to empowering individuals through its products will be essential for sustaining its momentum in the fashion industry.

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