



WARM UP

VERSATILITY

STRETCH

COZY

INCLUSIVE

FASHION

EXCLUSIVE



CLIENT

SKIMS

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SKIMS FIRESIDE FASHION



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SKIMS FIRESIDE FASHION

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 and cater to our target customers who are likely seeking comfortable and stylish winter wear without bulky layering.

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."



SKIMS FIRESIDE FASHION (CONTINUED)



The SKIMS Fireside Fashion offers bodywear that combines timeless elegance with body confidence and delivers warmth, comfort, and support for the winter 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- Outdated or uncomfortable

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SKIMS FIRESIDE FASHION POSITIONING

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.



POSITIONING STATEMENT

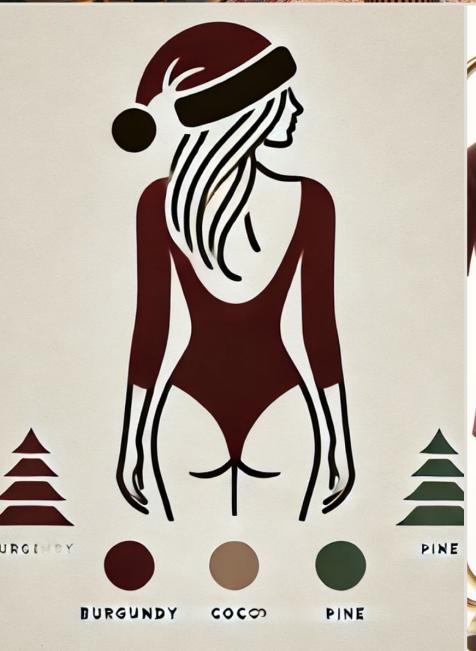
"To modern, fashion-conscious women between 18 and 34 of all body types, SKIMS is the only shapewear and loungewear brand that combines inclusive sizing, versatile design, and everyday comfort. This is because it offers a diverse range of innovative products in multiple sizes and colors, backed by the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



SKIMS FIRESIDE FASHION MOODBOARD

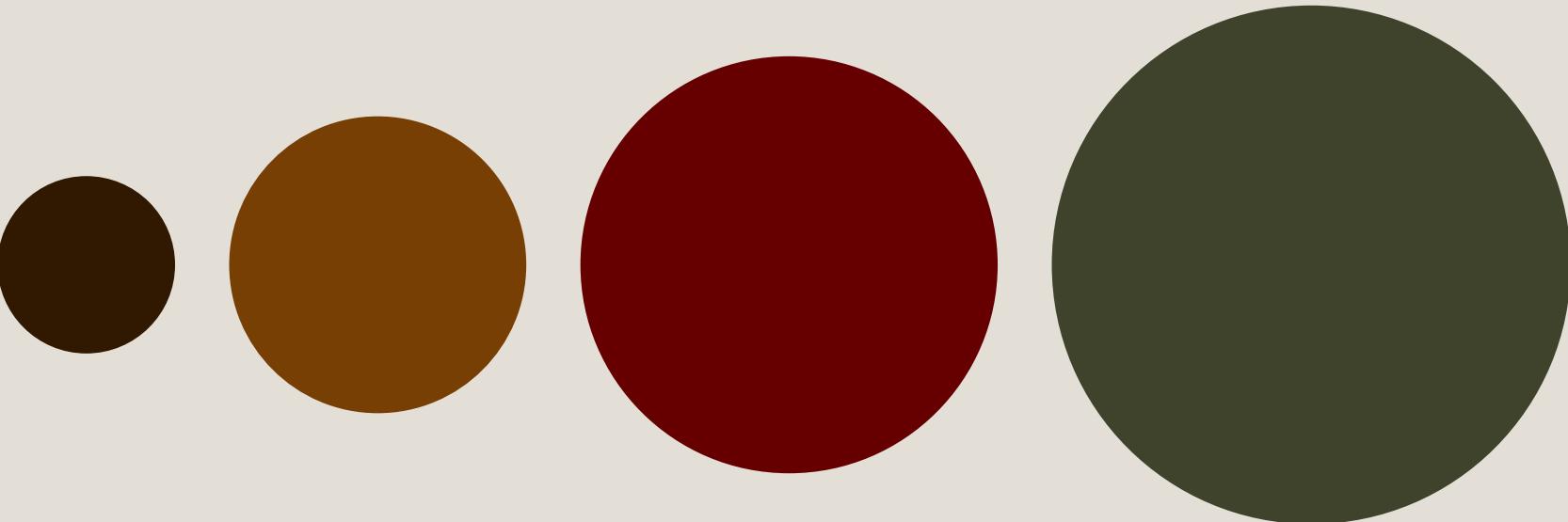
- **Brand Focus:** Warm , versatile and functional
- Whole line is styled as a cozy holiday escape with a fireplace and stockings as decor.
- Festive branding in hues of burgundy, cocoa and pine.





COLOR SCHEMES

- **Burgundy:** Represents warmth, elegance and festive holiday spirit.
- **Cocoa:** Grounding tone that conveys comfort and versatility.
- **Pine Green:** Adds a fresh natural touch with a festive charm.
- **Onyx Snow:** A rich, velvety black softened by the shimmer of winter frost.
- **Overall Palette:** Rich and Warm tones that evoke coziness and sophistication.



FIRESIDE FASHION LINE EXAMPLES

The collection will feature **5** different types of bodysuits: long-sleeve, half-sleeve, short-sleeve, spaghetti straps, and strapless. All colors in our scheme will be available in each style (in a limited capacity). These clothing items can be worn as regular shapewear under clothing or as a piece themselves.

1 Burgundy Long-Sleeve



2 Cocoa Short Sleeve



3 Pine Strapless



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**“Hibernate those winter blues and warm up
with SKIMS’ new cozy fireside fashion.”**



SKIMS FIRESIDE FASHION LAUNCH 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.



DIGITAL FOOTPRINT



Our campaign will aim to influence and engage our target audience. To reach our target audience, we will utilize social media. We aim to increase brand identity through these channels and create buzz around our SKIMS Fireside Fashion. We already have an extensive online presence, but maintaining this presence will be beneficial in the long-term. 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.

EMAIL MARKETING/MESSAGING

- 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.

The SKIMS logo is displayed in its signature bold, rounded, sans-serif font. The letters are a dark, muted brown color. The 'S' is on the left, followed by two 'K's and one 'I' and 'M'S.

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.

THE Winter Fireside Fashion Pop-Up

15

LOCATION: NYC

DURATION: 3 days (over a weekend)

REGISTRATION: Registration only to manage crowds

AESTHETIC: Warm fireside escape. The shop itself will be styled as a classy living room with a glowing fireplace, soft rugs, comfortable seating, stockings, plaid blankets, a Christmas tree, and more.

INCLUSIONS: Interactive styling stations where guests can experience layering with body suits with mock accessories and create their own looks.

COLLABORATION: Sabrina Carpenter will be on-site dressed as Santa to greet/take photos with the guests.

BEVERAGES: Hot cocoa and Cider





PRICING & DISTRIBUTION

Distribution Channels:

- **Online:** SKIMS shop/app ensures nationwide accessibility and data-driven customer insights.
- **NYC Pop-up:** Provides exclusivity and a unique physical experience, aligning with the limited-edition concept.

Pricing:

- **Price Point:** \$72 per bodysuit, leveraging SKIMS' current pricing strategy and consumer willingness to pay for quality.
- **Discounts:** 15% holiday discount at the pop-up; full pricing online except for shipping offers.
- **Profitability Goal:** Achieve \$500,000 in sales, targeting medium to high-income consumers during the holiday season.



BUDGETING



Budget Overview:

- **Social Media Collaboration with Sabrina Carpenter:** \$3,000
- **Fireside Pop-up Shop:** \$31,000 (Venue, decor, staffing, and marketing).
 - **Email Marketing Campaign:** \$3,000 (Copywriting and platform subscription).
 - **Digital Marketing Campaign:** \$46,000 (Ads, content production, and analytics).

Total Budget: \$83,000.

Expected Impact:

- Short-term revenue: \$300,000-\$1M.
- Long-term potential: \$5-\$10M annually.
- Projected sales boost from NYC pop-up, online growth, and first-time buyers, leveraging SKIMS' brand strength and innovative offerings.

GROWTH STAGES

1. Stage One: Awareness and Engagement

- Create an immersive winter-themed shopping experience to attract new clients and engage the target segment.
- Partner with Sabrina Carpenter to amplify the campaign and increase exposure through her fanbase.

2. Stage Three: Positioning and Sustainability

- Highlight the bodysuit collection's warmth, comfort, and stylish appeal.
- Appeal to environmentally conscious consumers by emphasizing the collection's sustainability and long-lasting quality.

3. Stages Four and Five: Conversion and Loyalty

- Create urgency with exclusive product releases and capitalize on high-sales periods like Black Friday.
- Align the collection with holiday trends to increase its appeal during the gifting season.
- Build brand loyalty through sustainability messaging.



KPIs

- Sales and Revenue:** Track total sales from both the pop-up and online platforms.
- Pop-Up Registrations:** Assess customer acquisition through event registrations.
- Social Media Engagement:** Measure impressions, likes, shares, and video views across Instagram, TikTok, and other platforms.
- Website Traffic & Conversion:** Track site visits, unique visitors, conversion rate, and average order value to gauge campaign effectiveness.



OUR ACTION PLAN (CONDENSED)

Date	Milestone	Audience	Owner
May 17	Initial Marketing Plan Presentation	SKIMS CEO	Team 6
June 17	Campaign Development Kickoff	Internal Teams	SKIMS Creative Team Leader
July 1	Social Media Planning Kickoff	SKIMS/Sabrina Carpenter Fans	SKIMS Social Media Team
July 17	Influencer Outreach Launch	Sabrina Carpenter	SKIMS Influencer Marketing
August 17	Social Media Teasers Rollout	SKIMS Followers	SKIMS Social Media Team
September 17	Event Logistics Finalized	Event Partners/Vendors	SKIMS Event Production Team
October 17	Full Campaign Launch	Media, Online Audience	SKIMS PR & Media Team
November 15-17	NYC Pop-Up + Live Event Coverage	SKIMS Audience + NYC Attendees	SKIMS Event & Social Media
November 20	Winter Line Official Launch	Target Market, Media	SKIMS Marketing & PR Team
Nov 20 - Dec 25	Campaign Follow-Up & Evaluation	SKIMS Stakeholders	SKIMS Analytics Team

ETHICS AND SOCIAL RESPONSIBILITY

SKIMS is committed to ethical business practices and has taken steps to address modern slavery and human trafficking. They regularly audit their supply chain and have implemented a code of conduct for suppliers. SKIMS ensures fair wages, safe working conditions, and healthy environments for their 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 working towards Fair Labor Accreditation to further strengthen their commitment to fair wages, worker safety, and healthy working conditions.

SKIMS has partnered with Baby2Baby, a nonprofit organization that has provided over 450 million essential items to children in need. By supporting Baby2Baby, SKIMS helps provide diapers, clothing, and other critical items to over a million children across the United States.



SUSTAINABILITY



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 supports SKIMS' SMART goal to launch 8 new sustainable, size-inclusive product lines within the next 24 months.

SKIMS is committed to climate action and is actively participating in climate-forward initiatives. As a pioneer in sustainable fashion, SKIMS is the first apparel brand to join Frontier, a \$1 billion commitment to permanent carbon removal by 2030. They have invested over \$1 million in innovative startups like Charm, Heirloom, and Vaulted Deep, which are developing cutting-edge technologies to remove carbon dioxide from the atmosphere. By supporting these startups, SKIMS is working towards a more sustainable future.

RISK MANAGEMENT

SKIMS' success is heavily tied to Kim Kardashian's personal brand, making it vulnerable to potential reputational risks. To mitigate this, SKIMS should focus on building a strong brand identity independent of Kardashian, emphasizing product quality and inclusivity.

To maintain a competitive edge against rivals like Spanx and Savage X Fenty, SKIMS should prioritize technological innovation, such as virtual fitting rooms and AI-powered personalization.

Global supply chain disruptions can significantly impact SKIMS' production and distribution. To minimize these risks, the company should diversify its supplier base across various regions, reducing reliance on any single source. By maintaining sufficient inventory and implementing agile supply chain strategies, SKIMS can quickly adapt to unforeseen disruptions. Additionally, staying informed about global trade regulations and developing contingency plans for potential tariffs or restrictions will help safeguard the company's operations during international expansion.

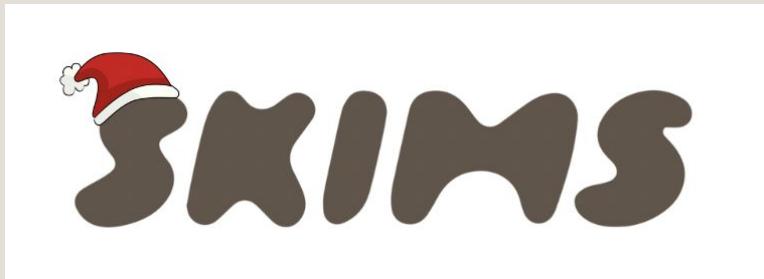


CONCLUSION

In conclusion, the SKIMS Fireside Fashion collection is set to redefine winter wear by blending style with comfort and inclusivity. This innovative line of versatile bodysuits is designed to cater to women of all shapes and sizes, emphasizing body confidence and warmth during the colder months. With a strategic launch aimed at increasing Black Friday sales by 20%, SKIMS will utilize digital marketing and experiential events to engage its target audience effectively.



Thank You



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