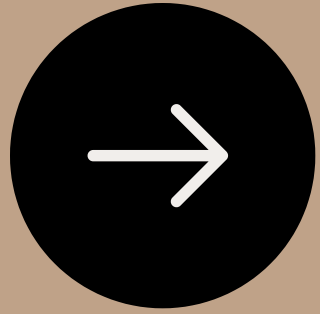


SKIMS

Solutions for Every Body



Redacted



Redacted



Redacted



Redacted

Our Team Members



Redacted



Tamara Mukulu



Redacted



AGENDA



01

Background

02

Industry Analysis

04

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SKIMS



SKIMS

SKIMS IS A SOLUTIONS ORIENTED
BRAND CREATING THE NEXT GENERATION
OF UNDERWEAR, LOUNGEWEAR
AND SHAPEWEAR.



BRAND BACKGROUND



ABOUT *SKIMS*

Founded By: Kimberly Kardashian West

Year: September 2019

Worth: \$4 billion

Products: Undergarments, lounge-wear, shapewear

Collections: Fits Everybody, Seamless Sculpt, Soft Lounge

Locations: Primarily online, select department stores, and pop-ups

TARGET AUDIENCE

The target audience for SKIMS is **women over the age of 18**. SKIMS is a brand that entices women of all ages but is primarily advertised more to people in the 25–50 age group who are fashion conscious and willing to pay more for high-quality products.



Women 18 +
PRIMARY

Men
SECONDARY



SWOT

ANALYSIS

Shapewear market expected to grow to 3.8 billion by 2025 (Statista)

STRENGTHS

- Brand awareness
- Celebrity owned brand
- Offers numerous products beyond shapewear
- Multi-media promotions

WEAKNESSES

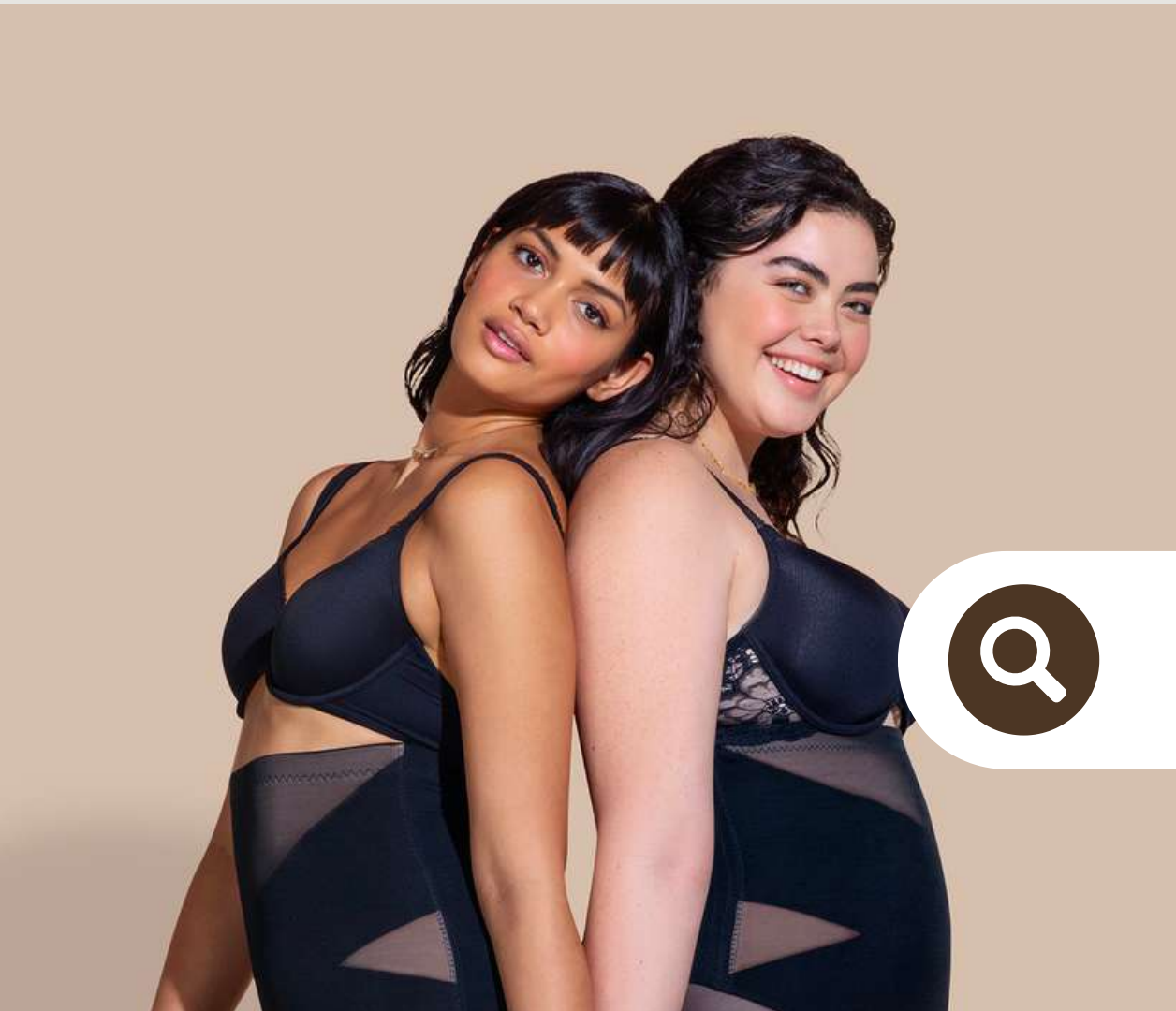
- Higher price point
- Tied to a celebrity -- potential for scandal

OPPORTUNITIES

- Introducing new products
- Celebrity and influence partnerships
- Growing industry

THREATS

- Numerous other shapewear and underwear brands
- Copycat low cost brands



COMPETITOR ANALYSIS

VICTORIA SECRET

 76.3M

- S** – brand recognition, distribution (online & in store)
- W** – bankruptcy, highly criticized over lack of inclusivity
- O** – rebranding for inclusivity
- T** – emergence of new brands

SAVAGE X FENTY

 5.2M

- S** – brand recognition through celebrity founder, fashion show
- W** – Product available in limited stores
- O** – Gen Z high willingness to pay for sustainable products
- T** – cannibalization by her other brands

SPANX

 895K

- S** – established brand with core older following
- W** – limited products, perceived as less modern
- O** – new product lines
- T** – celebrity brands with large following

ACQUISITION

- Brand Partnerships
- Social Media advertising
- Influencer marketing

Use all platforms and influencers to create hype, **embrace diversity** and showcase **real women** in their campaigns: **Show inspiration, authenticity, and genuine representation.**



SKIMS



RETENTION

New Collection Drops

SKIMS has photoshoots to not only show the items being used outside of a studio setting, but also to provide excitement for the audience and create urgency.

Blogs Page: official SKIMS site

- All about the sizing, fit, and review on any items you'd want to see.
- try on hauls, the items up close and even seeing them on Kim Kardashian herself
- SKIMS also does marketing with different body types so that everyone can see what it would look like on a body type closes to them.

Email Marketing

- An average of 4 emails sent per week, weekly New Arrivals email sent every Sunday
- Subscription and waitlist-based new collections are announced they offer an option to join the mailing list for early access
- Utilized for promoting new collections and arrivals + cart abandonment reminders
 - Just as important of a channel as their social media platforms

COMING SOON MENS LOUNGE



Guys, it's time for new loungewear.

Introducing two new collections for lounging, running errands and everything in between: Jersey Lounge and Fleece Lounge.

DROPS MONDAY, NOVEMBER 20 AT 9AM PT/ 12PM ET

JOIN THE WAITLIST

BUILD YOUR UNIFORM

A range of fitted and relaxed tees, hoodies, and sweats for supreme comfort



TEES



BOTTOMS



SWEATERS

HOLIDAY GIFTS SHE'LL LOVE UNDER \$100

Curated gifts that are kind to your wallet? SKIMS Holiday Shop has you covered.

SHOP NOW



SHOP SKIMS

INNOVATION IS IN OUR DNA

From shapewear that disrupted the industry to game-changing bras and bodysuits that stretch to twice their size, innovation is at the core of everything we do at SKIMS.



OUR SIZES ARE INCLUSIVE

Enhance your natural shape with the perfect fits and cuts for your body. We offer sizes XXS-5X, and that's only the beginning.

WE BELIEVE IN MORE COLORS AND CHOICES

SKIMS makes it easy to find comfortable, flattering solutions you love. Choose from our extensive range of colors, including signature and seasonal shades, to find the perfect silhouettes for you.



SKIMS



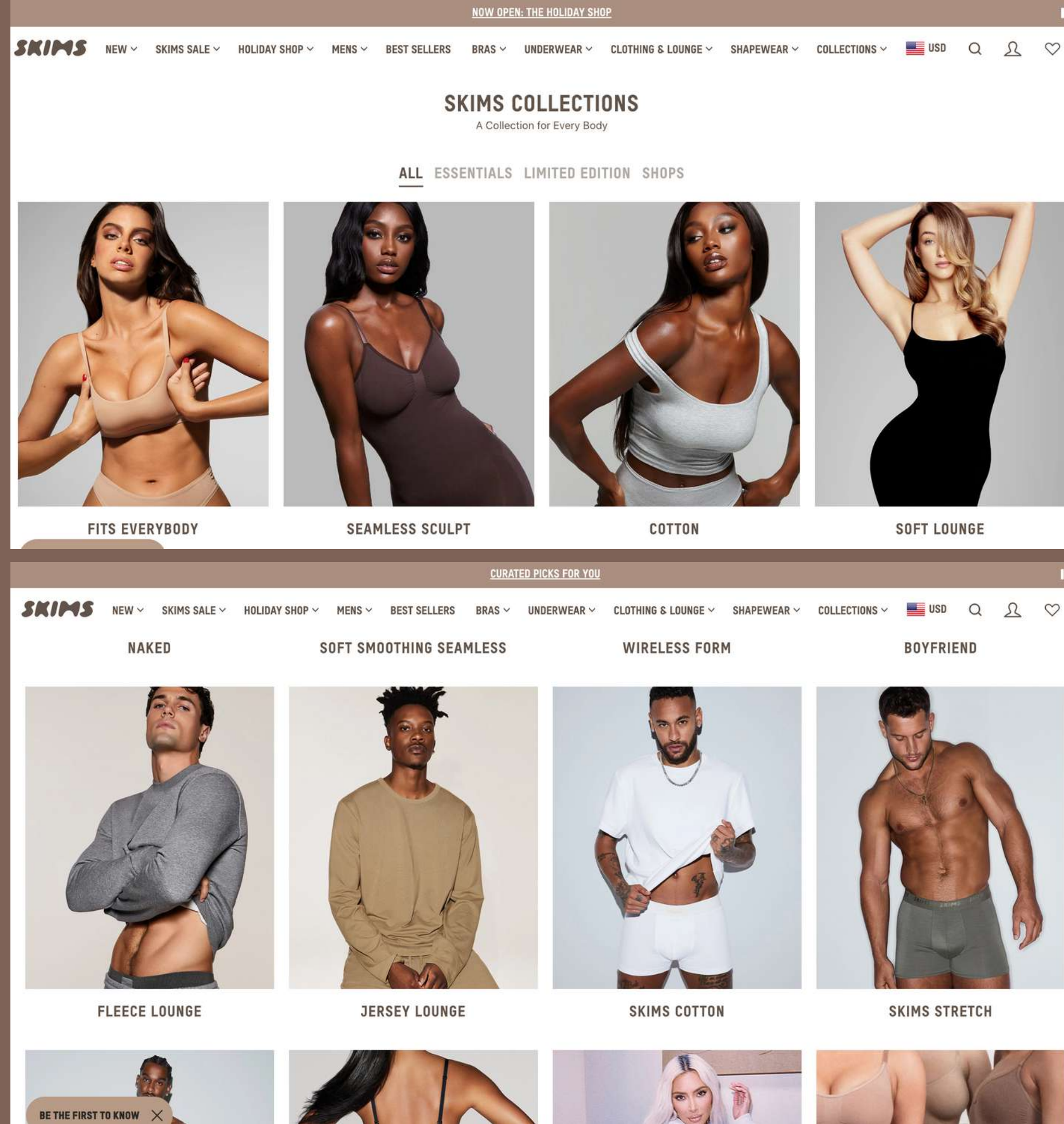
BUNDLE AND SAVE
With The Panty Shop



FREE SHIPPING
Available for
International Orders

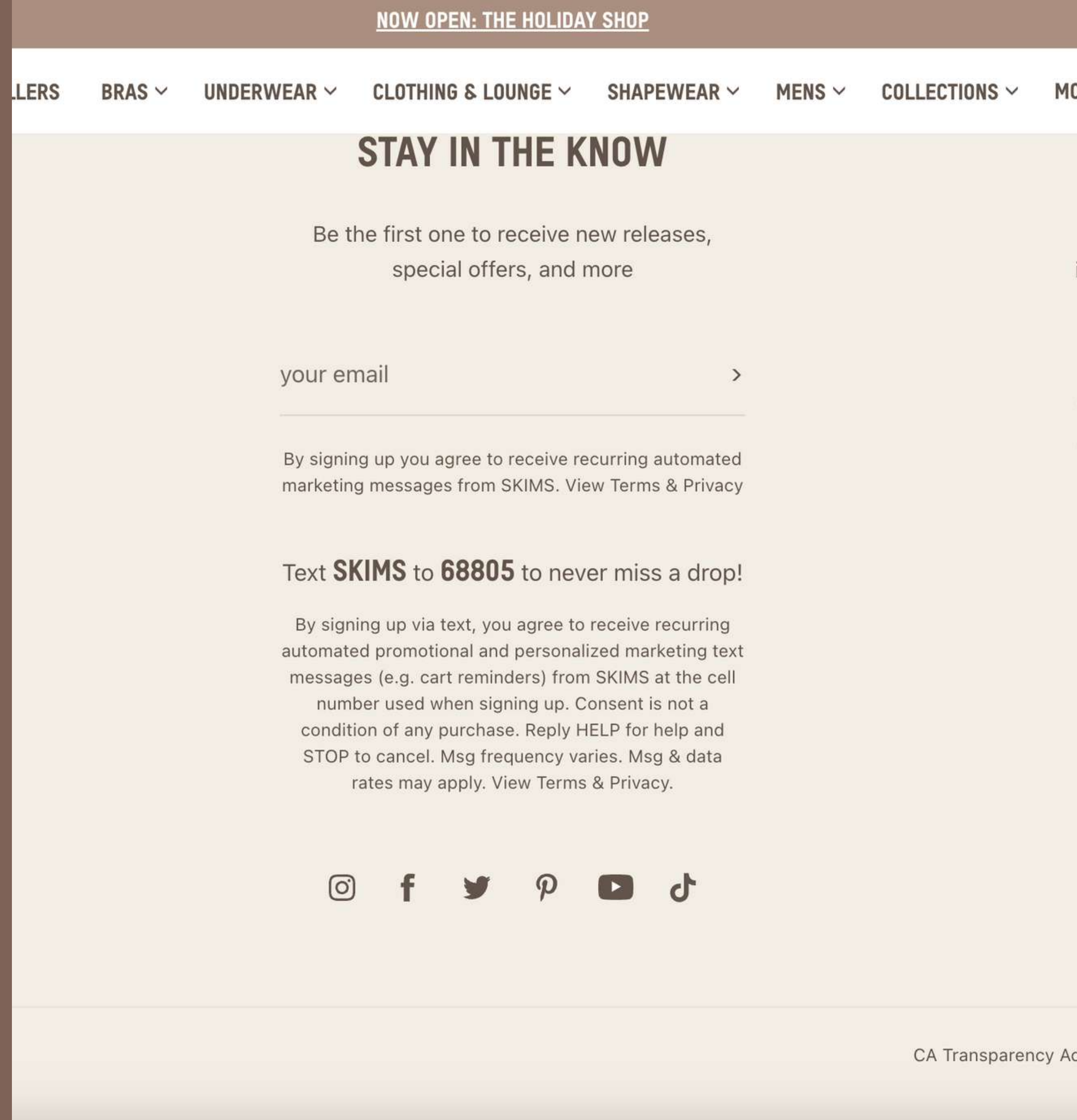
Website

- Promotes visitors to sign up for email alerts on the main page
- Consistent design across the website utilizing neutral brand colors
- Effective Calls-to-Action (CTAs):
 - Be the First to Know
 - Sign up for Email
 - Shop Now



Website Recommendations

- Highlight social media handles, especially Instagram and TikTok higher on the page to drive consumers to view social content
- Highlight “Text SKIMS to 68805” text message marketing higher on the page to drive text message sign-ups



Top Sources

Direct
+7.98% 39.7%

Google organic • google.com
+45.91% 28.32%

us.search.yahoo.com
+25.53% 3.32%

search.yahoo.com
+63.13% 1.87%

skims.com

Top Destinations

shop.app
15.23% +82.33%

google.com
14.51% +8.9%

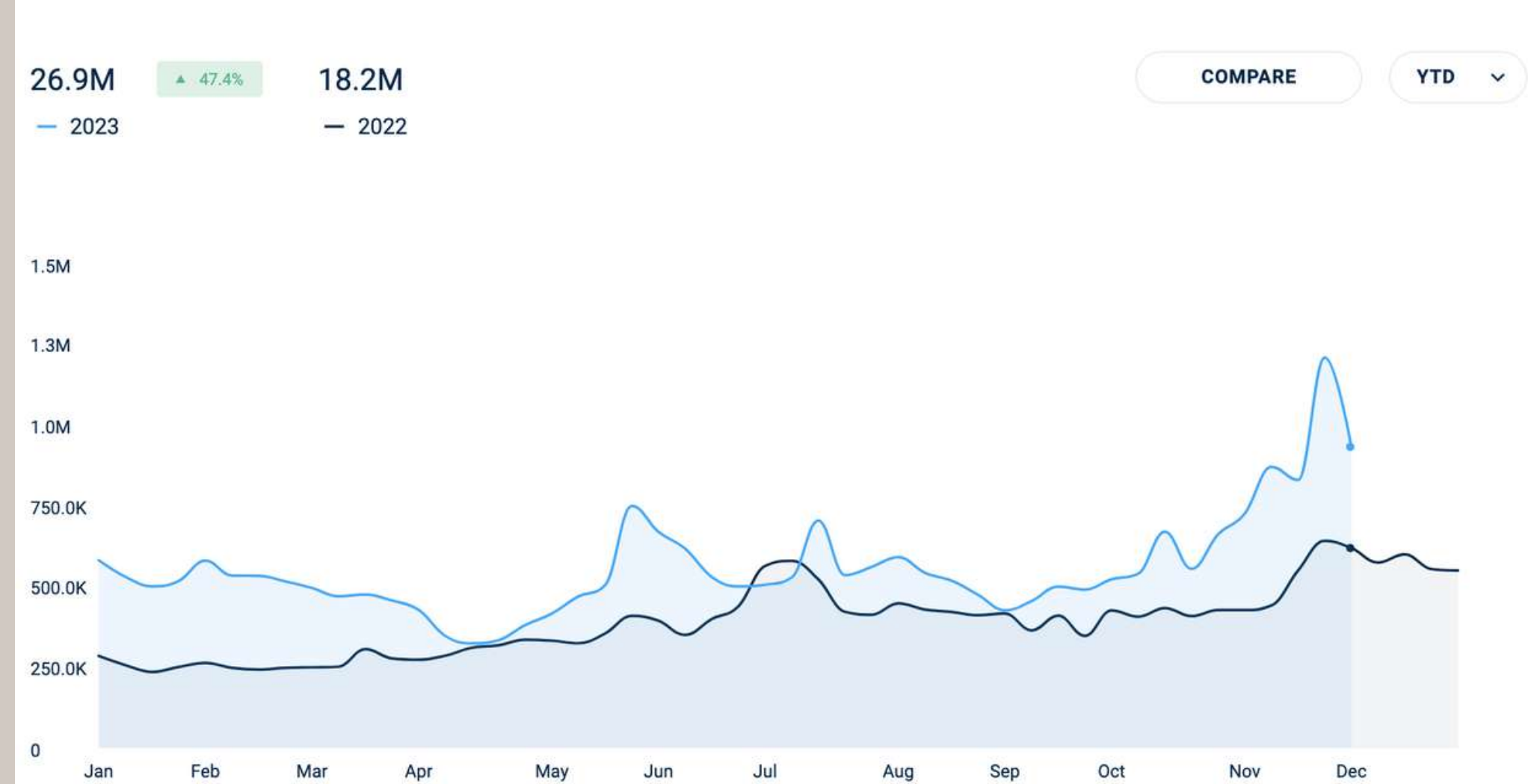
criteo.com
10.39% +147.18%

quantummetric.com
9.2% +205.98%

pinterest.com
7.49% +125.7%

SEO

- 26.9M searches for SKIMS in 2023
- 47.4% higher when compared to the 18.2M in the previous year-to-date period
- #37 most searched brand in the Apparel & Accessories
- 3.9M website visits in October 2023







Rank (U.S.)	Keyword	2022 YTD Search Volume	2023 YTD Search Volume	Growth
1	skims	13.8M	17.7M	28.8%
2	skims body suit	44.5K	2.0M	+1,000%
3	skims dress	396.3K	1.8M	353.3%
4	skims shapewear	1.1M	1.0M	(-6.47%)
5	skims bodysuit	632.8K	740.9K	17.1%
6	skims bra	250.1K	645.5K	158.1%
7	kim kardashian skims	295.7K	305.4K	3.28%
8	skims pajamas	107.6K	235.8K	119.1%
9	skims set	39.7K	157.9K	297.7%





Paid Search

- Utilizes paid search through sponsored results to drive targeted traffic to the website
- This provides a quick and measurable way to increase online visibility, attract potential customers, and achieve specific marketing objectives, such as lead generation or product sales.

Sponsored :

			
SKIMS Dipped Thong Sienna	Savage X Fenty...	Yitty Nearly Naked Shapi...	No-Show Cheeky Pant...
\$16.00	\$16.95	\$54.95	\$12.50
SKIMS	Savage X Fe...	Yitty	Victoria's Se...
★★★★★ (63)	🚚 Get it by 1...	🚚 Free by 1...	★★★★★ (53)
Sienna · Polyester,...	Polyester, Nylon, Spandex, Cotto...	Taupe · One Piece	Brown · Bikini · Regular

Sponsored :

			
SKIMS Slip Dress Clay ...	Solid Shapewear...	SKIMS Women's...	VENDAU Strapless...
\$62.00	\$6.37	\$68.00	\$22.99
SKIMS	SHEIN	Saks Fifth Av...	Amazon.com
★★★★★ (340)	🚚 Get it by 1...	Free gift w/ \$...	
Clay · Regular		Clay · Waist, Tummy, Bust ·...	Nude · Thighs, Waist, Tummy,...

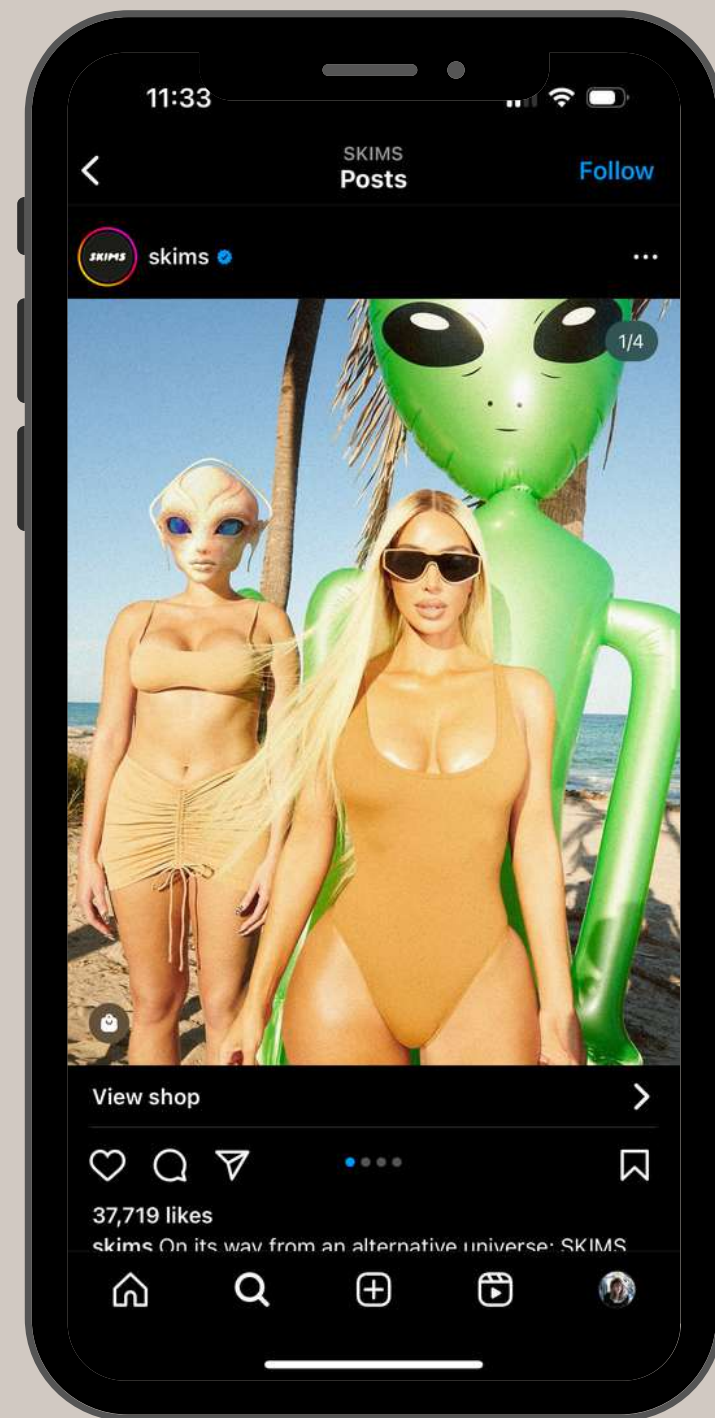
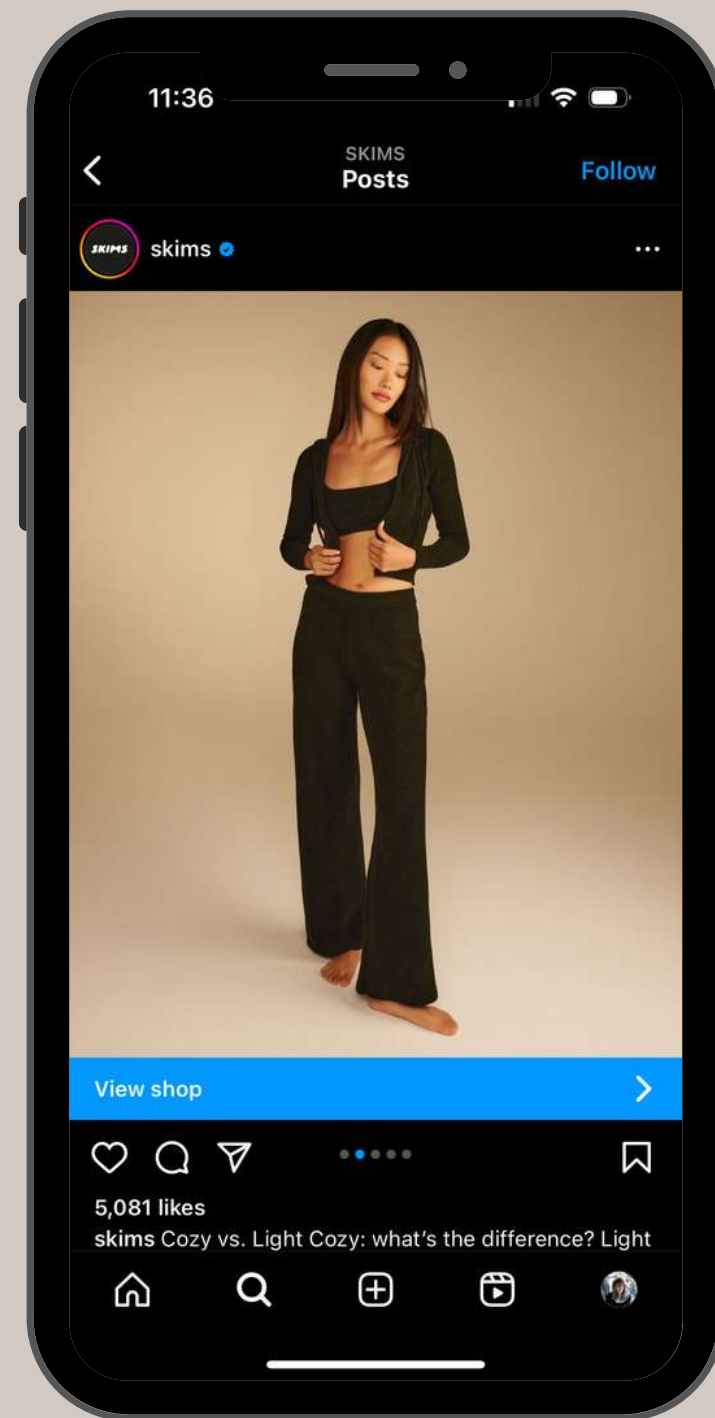
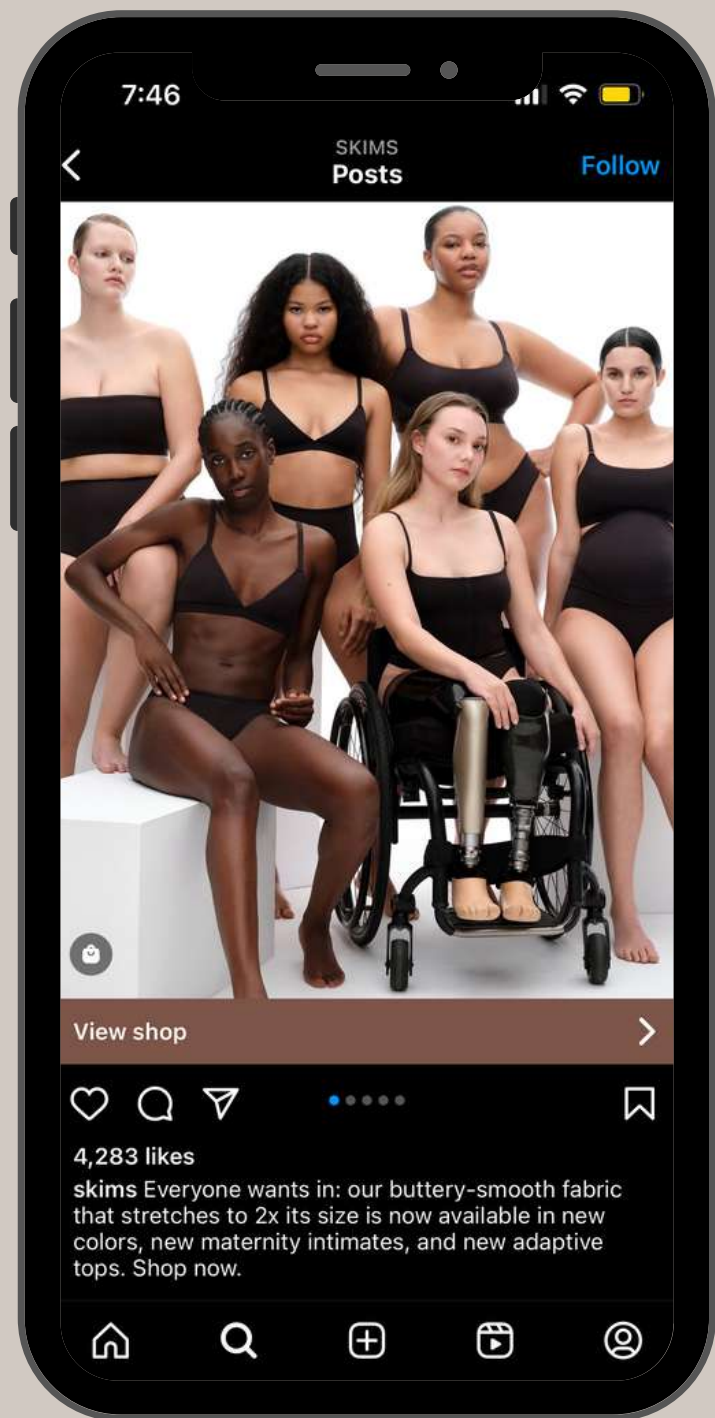
CONTENT PILLARS

Body Confidence and Empowerment

Shapewear Solutions and Innovation

Elevated Loungewear Experience

“Camp”/ Attention-Grabbing



CONTENT PILLAR OBJECTIVES

Body Confidence and Empowerment CONSUMERS WILL:	Shapewear Solutions and Innovation CONSUMERS WILL:	Elevated Loungewear Experience CONSUMERS WILL:	“Camp”/ Attention-Grabbing CONSUMERS WILL:
<p>FEEL</p> <p>Belonging, validation, and community</p> <p>THINK</p> <p>About the ways in which Skims is embracing different body types</p> <p>ACT</p> <p>by going to the website to view the products that suit their specific body type and needs</p>	<p>FEEL</p> <p>Interested and invested in product benefits</p> <p>THINK</p> <p>About the features that differentiate SKIMS from competitors</p> <p>ACT</p> <p>on their curiosity by looking into further information and reviews online</p>	<p>FEEL</p> <p>A desire to be cozy and comfy</p> <p>THINK</p> <p>About the soft, luxe, flattering textiles for the cold season</p> <p>ACT</p> <p>by taking part in the conversation on social media and pruchasing the products</p>	<p>FEEL</p> <p>Curious, intrigued, and humored</p> <p>THINK</p> <p>About the creative process behind the shoot</p> <p>ACT</p> <p>by taking part in the conversation on social media and pruchasing the products</p>



5.6M Followers
High Engagement



422K Followers
Moderate Engagement



1.2M Followers
High Engagement



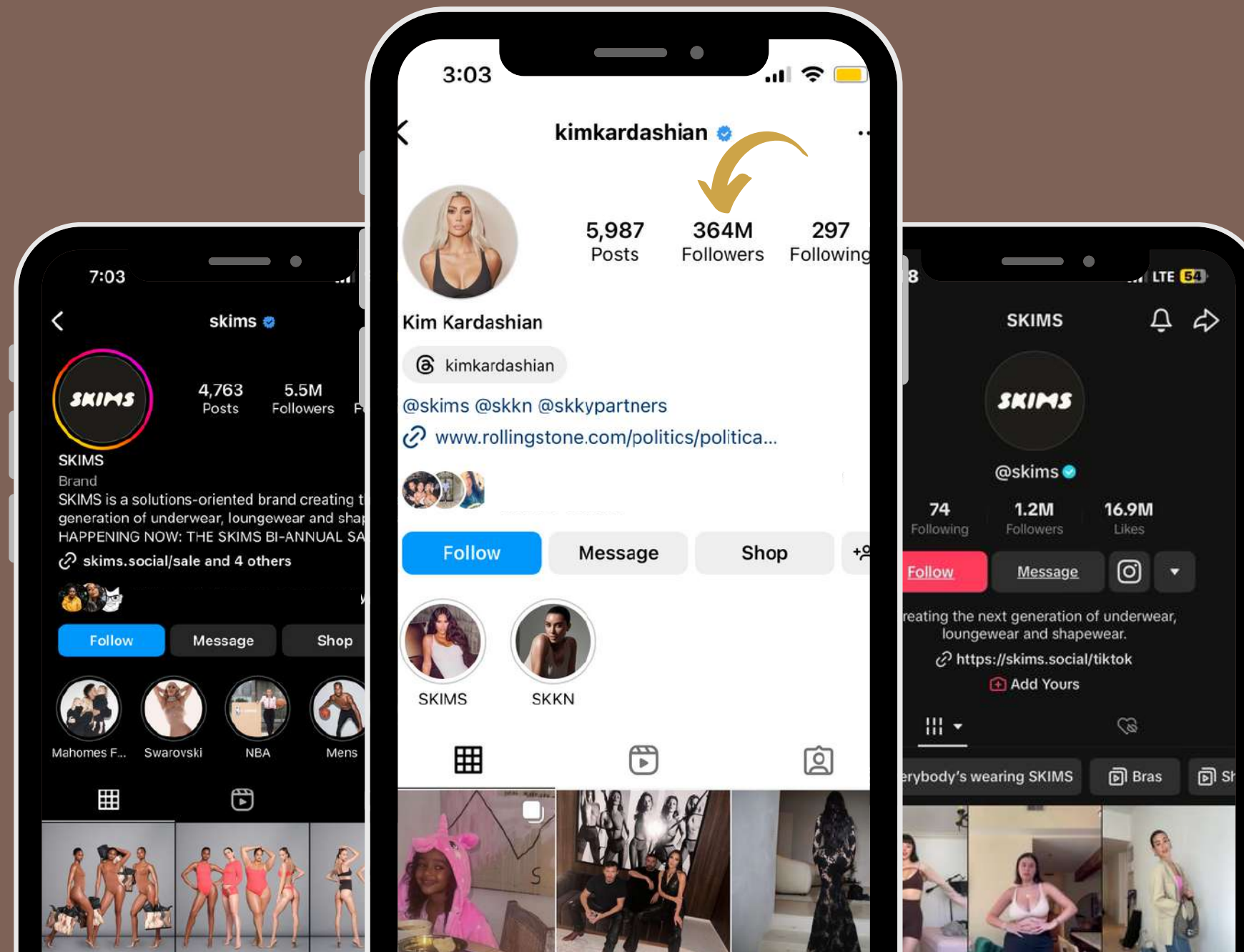
127.6K Followers
Low Engagement



36.8K Followers
Low Engagement



23K Followers
10M Monthly Views



Social Media

FOLLOWERS: 5.5 MILLION



Stories make up 80% of the brand's Instagram content. Posts 19% and reels 1%

FOLLOWERS: 1.2 MILLION



In the last 12 months, 7.8k creators mentioned SKIMS in 29.4k posts. The engagement rate for creator content on Instagram is 3.3%, and the potential audience size is 4.8 billion.

STRENGTHS

Effective utilization of visual-centric platforms to showcase products

Presence is unified and aesthetically pleasing

ROOM FOR IMPROVEMENT

Actively engaging with the audience through comments, direct messages, and user-generated content

Building a more interactive community can foster stronger brand loyalty



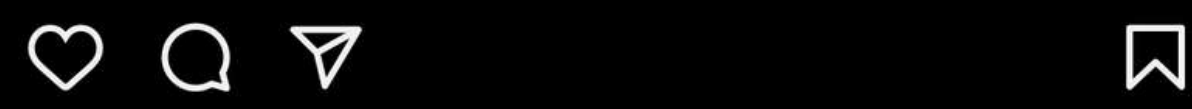
GONE, GONE, ALMOST GONE:
THE SKIMS BI-ANNUAL SALE


[SHOP NOW](#)

SKIMS

BI-ANNUAL SALE

[Shop Now](#) >



 Followed by **kennedygtate** and **5.5M others**

skims The SKIMS Bi-Annual Sale is live! For a limited time, enjoy discounted prices on our most-coveted shapewear, clothing, lounge, and more. Shop now!



SKIMS

BI-ANNUAL SALE

[SHOP NOW](#)

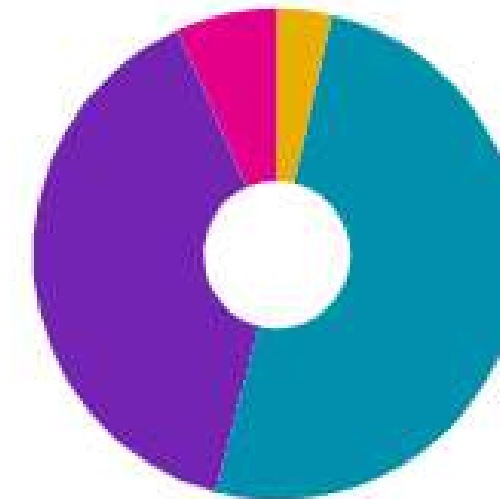
Influencers

The brand has been mentioned by creators of all sizes. 50% of the mentions coming from mid-size influencers with 10k–100k followers. The average follower count is higher, falling into the macro category with 618k.

The creators SKIMs works with reflect the brand's focus on diversity. The creators they choose reflect different body types, races, and body type



Creator Size Distribution by Follower count of collaborating Creators



Nano	0 - 10K	289	4%
Micro	10K - 100K	4k	50%
Macro	100K - 1M	3,1k	39%
Mega	1M+	524	7%



icespicee
24.04.2023, 19:31

@skims new shapewear
campaign ❤️ #ad



No Interactions available



joshandsav
14.05.2023, 0:54

@SKIMS 🥰🥰🥰 I'M IN LOVE
#skims



1,1m 395 909

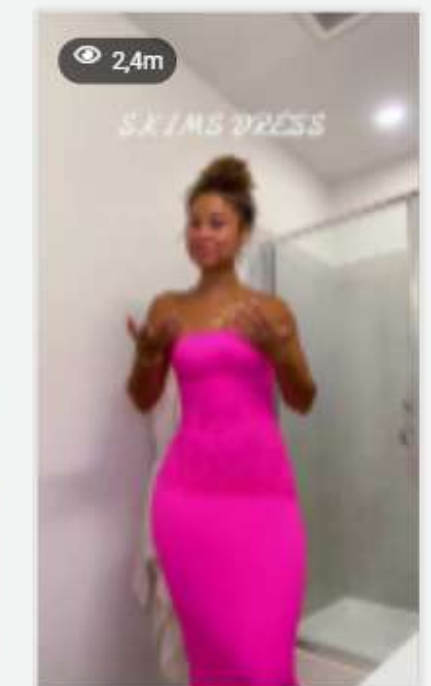


mikaylajmakeup
01.06.2023, 22:39

SKIMS WEDDING COLLECTION!!!
OMG I CANT WAIT TO WEAR
THIS STUFF 📸📸 #skims...



683,2k 3,5k 989



lexielearmann
08.08.2023, 22:59

This @SKIMS dress 🥰 #fyp



417,8k 475 1k



@SKIM
of way

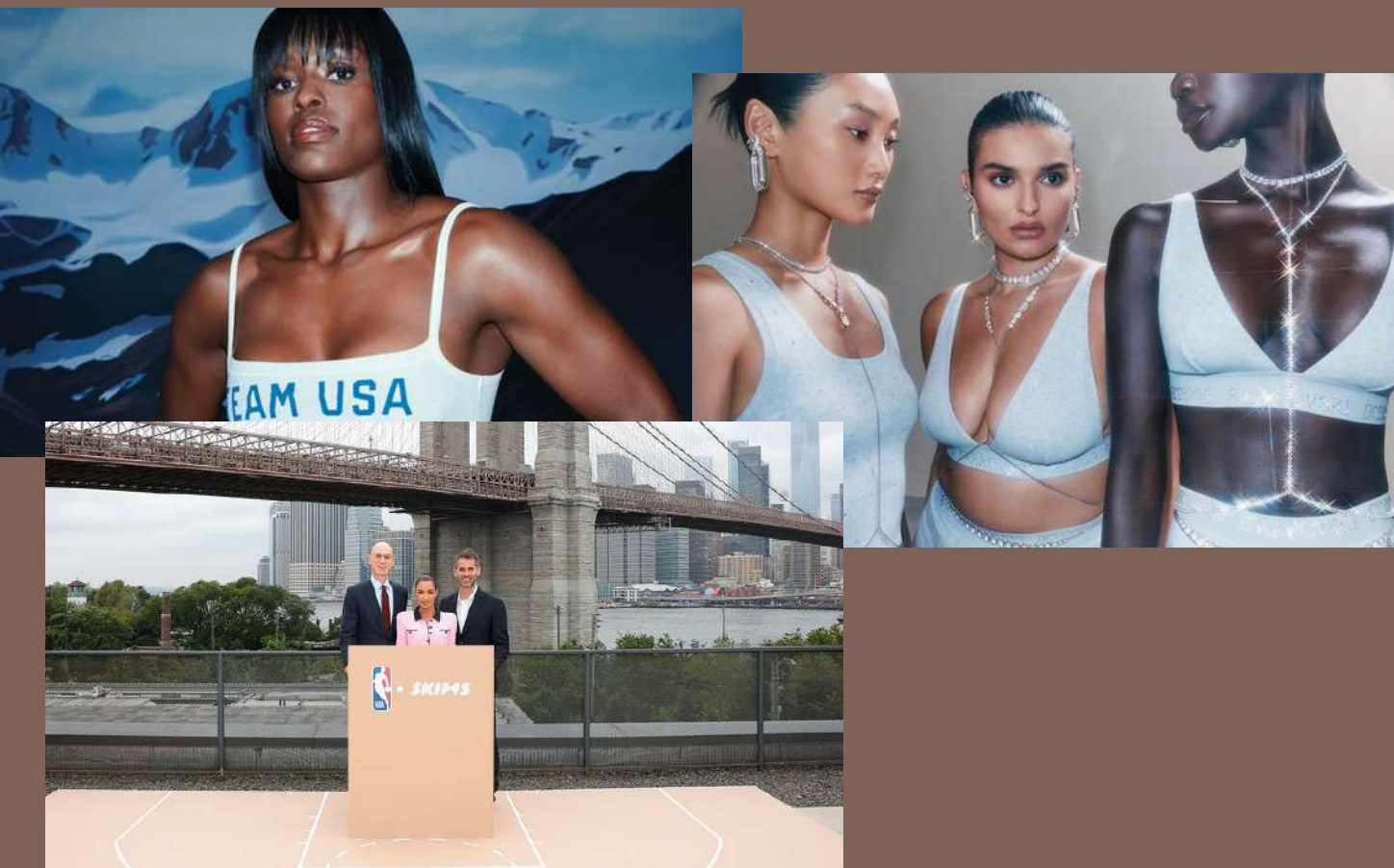


392

SAMPLE POSTS



COLLABS



01

NBA x SKIMS

“Every Body is Wearing SKIMS”

Featured NBA All-Star Shai Gilgeous-Alexander

“Financial terms of the Skims multiyear partnership with the NBA were not disclosed”

02

Team USA

“These days, all kinds of clothing companies produce athleisure, which can be worn while working out, lounging or stepping out.”

Olympian-inspired collection of lounge and sleepwear

03

Swarovski

“co-designed by Swarovski’s creative director Giovanna Engelbert and Skims founder Kim Kardashian”








SWAROVSKI

SKIMS

[Shop now](#)

Embrace Your Inner Icon





SWAROVSKI

SKIMS


[Shop now](#)

Embrace Your Inner Icon

Promoted by Swarovski



he in







SWAROVSKI

SKIMS


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Embrace Your Inner Icon



winter fall outfit

Aelfric eden






SWAROVSKI

SKIMS

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Embrace Your Inner Icon

Promoted by Swarovski



CONCLUSION

- Brand is successful in generating both paid media, unpaid media and user-generated content
- Leverages Kim Kardashian's personal brand extremely well
- Utilizes media and overall online presence in order to convey a trendy and high-quality brand perception





Thanks!

QUESTIONS?