

Kim Kardashian West on *SKIMS* SHAPEWEAR

Kim Kardashian West tells *Essence* that she was surprised to see her shapewear brand Skims has had such great sales growth, even during Covid-19

BY JENNIFER B. FORD



Brand owner Kim Kardashian West sporting her very own piece from her shapewear collection

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Ultimately, her shapewear brand, Skims has been a success throughout this pandemic. Kim is pleasantly surprised that her brand has sold some three million units since its launch in September 2019. In June Kim also sold a 20 per cent stake in her beauty brand KKW Beauty to beauty conglomerate Coty for \$200 million.

Kim has graciously bounced back from her original controversial brand name of Kimono. And established a very successful and likeable brand image. This market has been dominated by Kim in the most current times, due to the need of such comfortable wear during quarantine. Through this shapewear collection we can see that she directed her attention

Just like many of us Kim Kardashian West has been dealing with this ongoing pandemic. She has had to re-evaluate her company, in order for her to maintain such success as achieved prior to this current situation. Throughout this quarantine, Kim has directed a lot of her time and energy into her brand and how to really express the idea and purpose of this creation of shapewear.

“I honestly didn’t know what to expect when Covid-19 took over our world. In general—and in business

—Kim Kardashian West

into the design and comfortability aspect of the shapewear. She redirects the misconceptions of shapewear into a normal piece that everyone should incorporate into their wardrobe. She emphasizes her heavy use of corsets and how much this collection personally helps her in her everyday life.



#Fentyskin

Rihanna breaks through the beauty and fashion industries with her brands, and now the well-known brand owner is set to enter the skin care playing field with Fenty Skin.

The brand launched with three two-in-one products that simplify cleansing, removing makeup, toning, hydrating, moisturizing, and sun protection.

For both men and women starting their skin care journey for healthy, glowing skin.

The NYC label’s reign does not stop at its shopping bag. The brand has its hands in a popular black staple—the durag. Telfar is planning to release a collection of headpieces coated in black, reds, blues, and browns, which is scheduled to launch in November. Customers are predicting another viral fashion hit from these designers. Stay tuned for upcoming launches.





The new Skims campaign features Tiktok star Addison Rae for its one-year anniversary

© Skims

The demand for at home casual wear is so high during this time. So, it is no surprise how successful this shapewear market has been for Skims. Kim aimed to create a second generation of shapewear, that really attracted anyone from young adult to older women. Kim even created a maternity line to support the weight of pregnancy. Kim's board director states, "Skims turned a category previously only bought for singular, special occasions into an everyday solution to wear under regular clothes."

For its one-year anniversary Kim Kardashian featured Gen Z favorite, Addison Rae. Driving large amounts of costumers to her website. Kim is continuing to broaden her reach and launching more casual wear categories.

Kim took to Instagram to show her millions of followers, what we would soon to find out were early samples of the collection. This new collection that is a hit featuring nine shades and sizing from XXS to XXXXXL. The celebrity has made it her priority to ensure her products are made with such inclusivity.

What Kim is trying to portray with this shapewear is comfort, functionality and accessible casual style. The pandemic has seemed to skyrocket sales. We see that through her website where all products continue to sell out. "We started Skims with the intention of being a shapewear brand," she says, "but now it's so much more—it definitely exceeded our expectations."

“Skims is about normalizing shapewear and showing the younger generation how it can be worn in so many ways

-Kim Kardashian West

Within the first year a total of 32 collections were launched featuring lingerie, loungewear, and accessories such as body tape. Kim Kardashian stands by her tip on using body tape when necessary due to the various cuts used in dresses. It helps to support during those times when you can't seem to find a bra that works with that one dress in your closet.



Skims campaign featuring new shapewear

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