

# Adam Silver confirms that he wears SKIMS underwear.

**Kim Kardashian's SKIMS is the new official underwear partner of the NBA, WNBA, and USA Basketball.**

Tessa Yohan, Monday, February 5th



Back in October, we had a “hold onto your jerseys, folks!” moment. The NBA, WNBA, and USA Basketball hitched their shorts to Kim Kardashian's Skims brand in a multiyear deal. Yep, you heard that right. And guess what? They've even dropped their first-ever men's collection, featuring none other than NBA All-Star Shai Gilgeous-Alexander. The courts are about to get much comfier and more stylish! In the world of unexpected collaborations, Kim Kardashian's latest venture into the NBA scene is still being discussed, even though it

was announced in October 2023. Her partnership with the NBA, WNBA, and USA

Basketball has sparked humor and intrigue, especially given the Kardashian family's deep ties to the basketball community. Now, with Kim's brand, Skims, diving into the underwear

market with an NBA twist, it's a match made in marketing heaven. While some may jest about Adam Silver sporting Skims, it's all part of the promotional game. Kim's knack for seizing opportunities and the Kardashian family's social clout could bring in a new wave of viewers for the NBA. So, while basketball players may still wear whatever they please under their jerseys, the Skims-NBA partnership is poised to make a splash in celebrity branding and sports marketing.

### **The 4 commonly asked questions about this deal:**

#### Why did SKIMS collaborate with the NBA?

“Together, SKIMS and the NBA will connect people of all backgrounds through fashion, sport, and talent, and I look forward to seeing the partnership thrive.” “The NBA's modern approach and significant impact on pop culture, entertainment, and fashion are unparalleled in sports,” said Jens Grede, Co-Founder and CEO of SKIMS.

#### What is the SKIMS contract with the NBA?

The Contract states that this multi-year agreement covers the Women's National Basketball Association (WNBA) and USA Basketball. Skims get visibility on various league channels, including the official social media and internet platforms of the NBA and WNBA, and on-court virtual signage during national broadcasts of those sports.

#### How much is Kim Kardashian's NBA deal worth?

With the signing of a multiyear agreement, the NBA, WNBA, and USA Basketball will officially collaborate with Kim Kardashian's Skims brand. Released last week, the underwear brand—which was reportedly valued at \$4 billion.

## Do NBA players wear Skims?

In its debut men's collection, Skims assumes that NBA All-Star Shai Gilgeous-Alexander will be one of the many faces we will see in the next few years. Skims further cements its place in sports with a new partnership with the NBA. With the move, Skims is now the official underwear sponsor of the NBA.

## **The Kardashians ties to the NBA:**

The Kardashians family has dipped their toes into every industry, so it should be no surprise that Kim decided to create this partnership with the NBA, WNBA, and USA Basketball. The idea that “Kim Kardashian finally found a way to get in the pants of every NBA player.” through this partnership is probably even more humorous for her sisters, Kholé and Kendall. There are deep-rooted ties between the Kardashians and the basketball community long before Shai made this announcement. Kholé has two children with NBA player Tristan



Thompson. Thompson is a Canadian-American currently contracted to play for the Cleveland Cavaliers. Thompson, however, may be better known for his massive cheating scandal with Kholé than for his basketball skills. Kholé

now maintains sole legal custody of her and Tristan Thompson's children. Thompson probably thinks, “Just when I thought I was out.. they pull me back in again!”. There is no denying that, although unintentional, Thompson can't escape the Kardashians. Kim's other sister, Kendall, is known most recently for dating the Phoenix Sun's Devin Booker, alongside several other individuals with whom she has been publicly linked to over the years, including

Blake Griffin, Ben Simmons, Jordan Clarkson, and Kyle Kuzma. The irony or even smarter publicity of the Kardistion's deep connection with the NBA is on full display in a July 2023 episode of "The Kardashians," in



which Kim Kardashian donned a black T-shirt featuring a playful design dedicated to her sister Kendall Jenner. The shirt adorned a design stating "Kendall Starting Five," showcasing photos of the five NBA players with whom Kendall Jenner has been romantically linked. This sparked amusement among fans of the show and the Kardashian family. Each is depicted in their NBA jerseys from the teams they played for during their respective relationships with Jenner.

### **The Significance of a Celebrity Brand:**

This partnership may be one of the most significant celebrity brand collaborations. It's a big deal for a celebrity brand, especially a Kardashian celebrity brand, in an industry with massive, longstanding, better-known companies. Kim, however, has incredible industry experience for a 4-year brand. She did the Olympics in 2020, which was a huge success and brought the year-long company a lot of traction. After Sliver's announcement, people fled to social media, revealing their thoughts, critiques, and hate. Fans keep joking that this partnership could be a way to get back at these NBA players, some joking that “they won't be able to move on with this partnership as a daily reminder,” others joke that “The Skims NBA underwear is going to be poisoned so that all the family secrets won't be revealed.” It is entirely on brand for this Reality star to have an underwear/shapwhere company.

However, Skims brand is not limited to just that; they have loungewear and sleepwear, too.

Overall, the underwear market is still quite taboo; in the past few years, we have only started



seeing more commercials and promotions for our undergarments. When discussing how limited men's fashion is, the conversation about how underwear is promoted is overlooked. There are only five different types of cuts, and they're either super dull and drab

or hyper-comical. Men's underwear is typically bought with anyone else's consideration except the wearers. For women, it's intimate, and you have the utility side and other markets that go for something visually appealing to "please your partner." However, men's underwear is seen as funny and essential. Although Kim's "personal" brand is quite a sexual one I mean, most people claim she became famous off her sex tape; she seems to combine this sexiness well in a mature, effortless, elevated, comfortable, natural look for the majority of her Skims products. Making it more appealing as it is a brand that is more about function and comfortability. Nobody had the underwear market on lock, and Kim seized the opportunity. One would have thought a company like Under Armour, Calvin Klein, or Lululemon would've jumped on this! However, "The underwear of the NBA" was never a thing before, and I am sure they just didn't think it would become such a phenomenon.

"It's going to have a direct impact on the game." Silver remarks in the announcement and press release. The game he is talking about is not the sport of basketball but more the promotional marketing game for the NBA. The Kardashians following is no joke; they are good at social climbing and networking. They started as a wealthy family in LA, but in about 2 decades, they have become some of the most affluent people in the country. Kim's father,

Robert Kardashian, was a best friend/college buddy of OJ Simpson, who was also Kim's godfather. Not to mention Kim's mom, Kris' marriage and children with Bruce Jenner. Simpson and Jenner (especially OJ) were two of the most beloved/iconic/influential pop cultural celebrity icons of the 1970s and 80s (especially in the sports/Hollywood sphere). The ties run deep between the Kardashian/Jenner family and the professional athlete's world. The Kardashian family most certainly had way more access to rooms with tons of powerful and influential people and started from a MUCH more advantageous position than 99.9% of random "wealthy LA families" trying to network and climb the social ladder. Undoubtedly, this could even bring in more viewers for the NBA.

### **The Kardashian's other brands:**

Nowadays, SKIMS and 818 (Kendall's Tequila Brand) are leading the charge and are very profitable. But what about other Kardashian ventures? Khloe's Good American, Kourtney's Lemme and Poosh and Kylie Cosmetics,

and all the other million brands they have/had? Kylie Cosmetics hasn't been doing numbers since the lip kits. Let's be serious. Most people aren't going out of their way to buy it. I would say only Good American and Lemme are doing



well. Good American has been having good reviews and is quite inclusive. 818 has been mainly advertising towards 18- to 25-year-olds, so they're doing well, and Skims is mostly doing well with their shapewear and underwear. The crazy fact is that Emma and Jens Grede co-founded Skims and Good American, plus other companies. Assuming they handle the day-to-day business operations. They are very well known for their success in the business

world. Emma Grede is an excellent CEO and businesswoman. She should get more praise for what she does for these companies. You don't hear about her often, and I don't like that.

Maybe she doesn't want to be such a public figure as the Kardashians. I know a lot of people wouldn't. Her name is on every page of the companies, and she's known as a businesswoman, of which I'm sure she's very proud. And I'm also sure she's making good money. She has the privilege of having a private life and being rich. I wouldn't complain. It's fascinating to look into Kardashian's business endeavors and what has taken off and what has not.

### **Growth of male products in association with women's brands/companies:**

As gender norms shift, 'women's brands' are going after a new demo: men

In many ways, Skims's new men's line isn't very different from its women's. The brand is known as the website states for "creating the next generation of underwear, loungewear and shapewear." And making them in a range of neutral colors, such as black, gray, and blue.

However, before the launch of the men's line, the men's apparel market was already reinforced by the growing number of men who already use the brand's products, according to CEO and co-founder Jens Grede. Men account for more than 10% of Skims' existing customer base. The U.S. men's apparel market is 111 billion, yes billion... so it was a no-brainer for Skims. You might ask yourself who led the charge with this men's campaign.

Well, of course, it was professional athlete-themed... None other than a star-studded lineup of athletes featuring football sensation Neymar Jr., NFL Defensive Player of the Year Nick Bosa, and NBA All-Star Shai Gilgeous-Alexander. "The expansion into the menswear space is a major milestone for the brand and a testament to Skims' commitment to providing solutions for everybody," said Kim Kardashian, the brains behind Skims. "To have an icon like Neymar Jr. be the face of our launch campaign, along with NBA All-Star, Shai



Gilgeous-Alexander, and NFL's top Defensive Player Nick Bosa, I think speaks volumes to the way Skims has evolved into becoming a brand that can provide comfort for all audiences, not just for women." In the world of Skims, comfort knows no bounds, and neither does their success. With net sales soaring over \$750 million in 2023, it's safe to say they're changing the game and that this men's line will only further raise their horizons.

### **Overall takeaways:**

At the end of the day, the basketball players will probably wear whatever they want; this partnership with Skims is more of a marketing thing. However, no doubt the partnership will be promoted at any given opportunity. Not to say you will see Javale McGee tucking up his



jersey and proudly adoring Skims on the lining of his underwear. The change will be more upfront; Skims can advertise "official underwear of the NBA," and the NBA can collect fat checks from them, which seems like a win-win for both parties. One may wonder why the PR for this partnership is marketing Adam Silver as wearing Skims. It may feel like anti-marketing. "You don't hear about other commissioners sharing what underwear they wear," one remark on

social media, "David Sterns was 100% rocking the oversized stained fruit of the loom briefs with a hole in the ass" "Who will want to go out and buy the same underwear Adam Silver



wears?" It's a hard line that Kim needs to work through in the upcoming months as most NBA teams have separate sponsorships, and even individual players have their own. Realize that this statement "official underwear of the NBA" stands true as that's all they are. They can't retire and manage all players to wear Skims. It is more of a promotional way to sell the product to a new audience.