

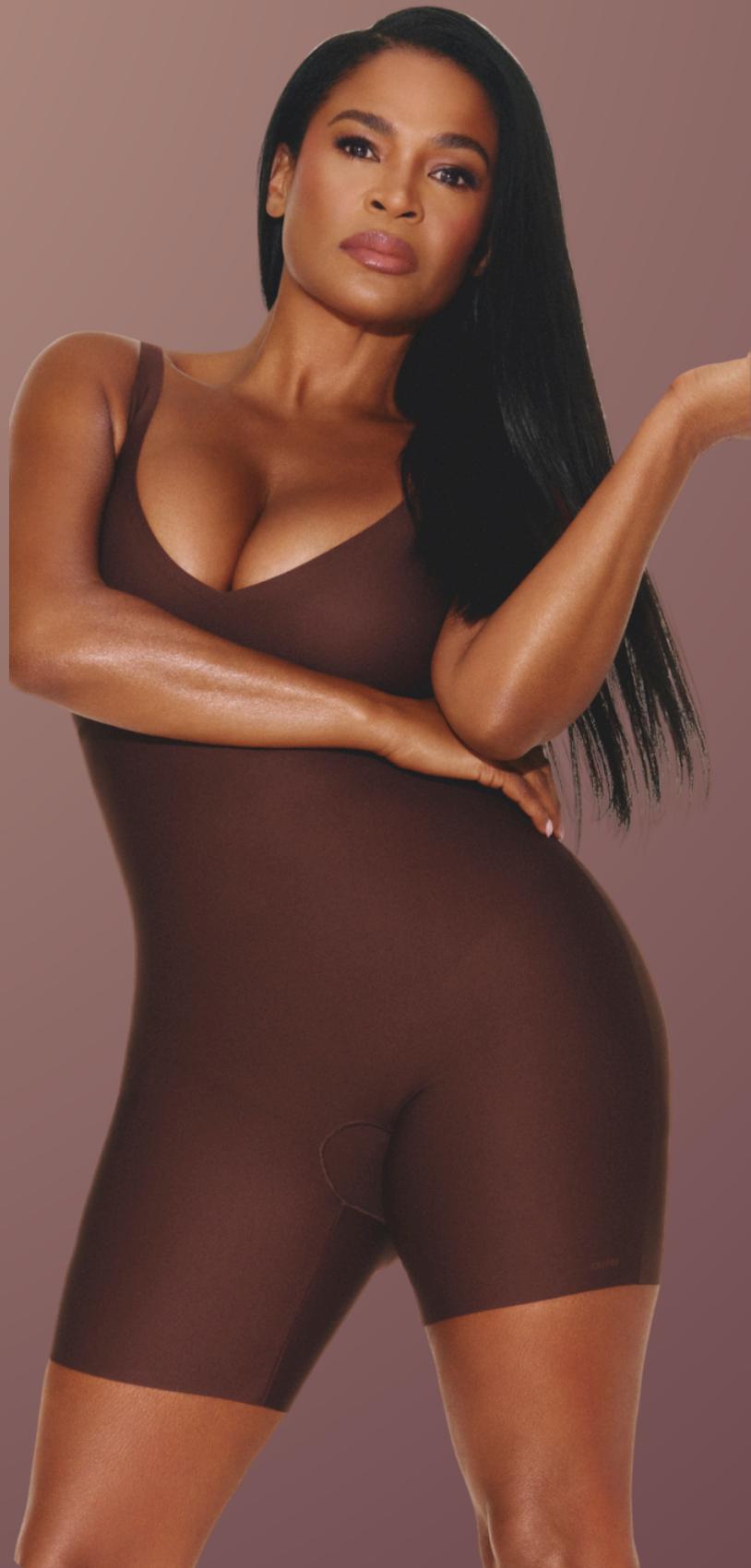


**7 - things that made
Skims Billions**

Let's Skim

Glimpse behind the
scenes:

How Skims is now a
multibillion brand



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The Power of Kim Kardashian

Kim's powerhouse name set
up skims up for success:
Discover how celebrity
endorsement can boost a
brand.



Embracing Inclusivity

Skims leaves no stone unturned when creating an atmosphere where everyone feels welcome. By doing so, skims has harnessed the full potential of their customers, leading to skyrocketing sales. A brand that makes everyone feel like they belong, regardless of their body, shape, or skin color. Don't you just love to see it?



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Strategic Collaborations

Skims is the ultimate team player, joining big brands and A-list celebrities to create breathtaking limited-edition collections. Skims' collaboration with North Face, Fendi, NBA, Dolce & Gabbana and now looming, drum rolls, take a guess, go on, just do it, you guessed it! Nike!

The partnership promises to deliver performance and style for EVERY body! Skims seems to just do it!



Comfort & Style

When the whole world went into lockdown, and people started putting their evening wear away, Kim launched loungewear. The collection offers both comfort and style at home. The designs are thoughtfully created to balance fashion with functionality, ensuring practicality isn't sacrificed. Their dedication to staying on top of their game has resulted in rave reviews and a loyal customer base that keeps returning for more.

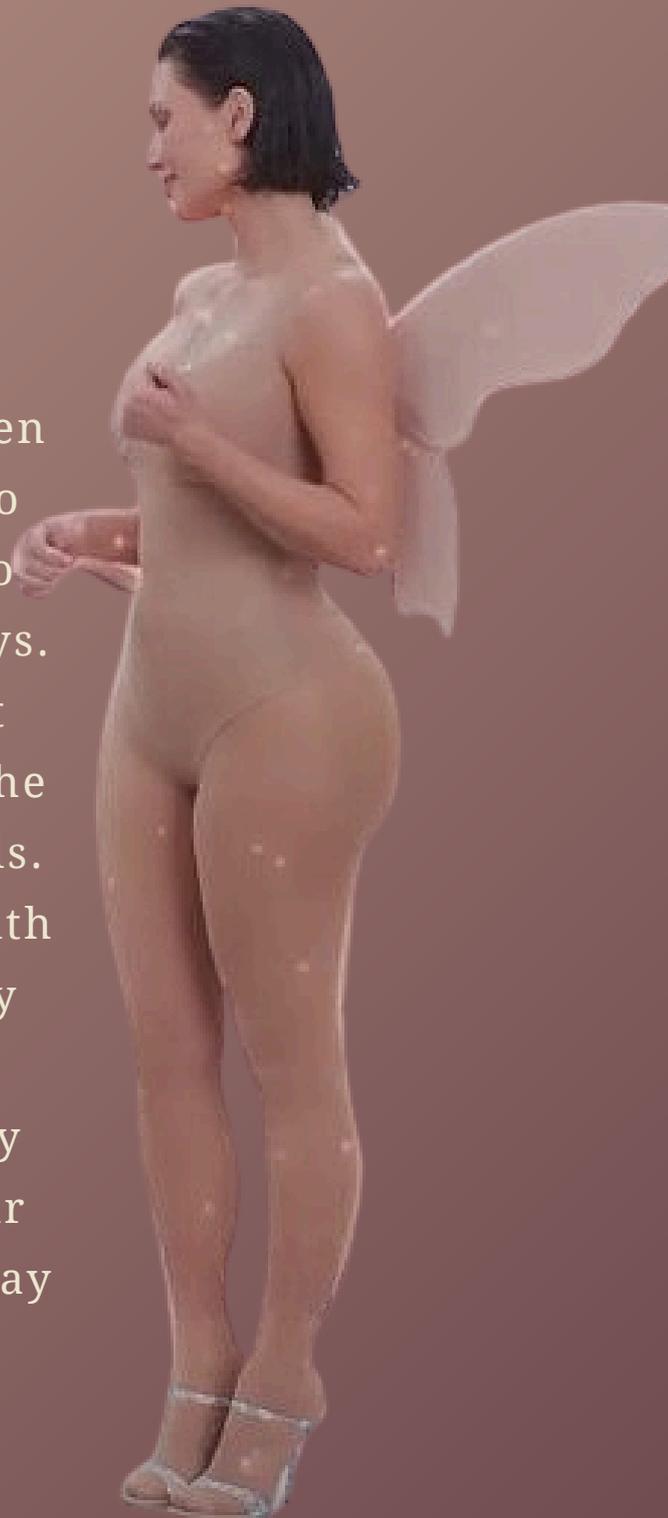


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Magic Marketing

Kim Kardashian, in her bag, is the queen of magical campaigns. She is known to push boundaries and bring humour to her campaigns by creating buzz for days.

My recent favourite is the "Fairy Butt Mother". The ad features a woman at the gym struggling to meet her fitness goals. Adorned in shapewear, Kim appears with a magic wand, waves it, and magically transforms the woman's look! Skims campaigns are so relatable, and timely just when everyone wants to look their best, leaving the T.A. chuckling their way to the checkout button.



Limited Edition Drops

Skims thrives in limited releases, a once in a lifetime vibe that creates FOMO and a sense of uniqueness. It's a clever strategy that nudges shoppers to hit that "buy now" button with a quickness.



Customer - focused

Skims has perfected its customer-focused strategy by placing a strong emphasis on its clientele. As a result, customers have become loyal brand advocates. They understand customers' pain points, crafting products that perform exceptionally well.

The message transcends continents through social media sending Skims sales through the roof.



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In Summary...

Skims does it all! With a stunning mix of celebrity appeal and stylish options for every body, they've made a strong mark in fashion and shapewear. Their innovative marketing drives success that continues to make them billions in revenue.