

**SKIMS**

FREE BRAND BREAKDOWN

BRAND GROWTH BREAKDOWN

# SKIMS

How Kim Kardashian built a \$4 billion brand from shapewear.



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## 01 · THE STORY

# HOW SKIMS GOT HERE.

SKIMS launched in September 2019 as a joint project between Kim Kardashian and co-founder Jens Grede. The initial positioning was shapewear that fit the full range of real bodies and skin tones.

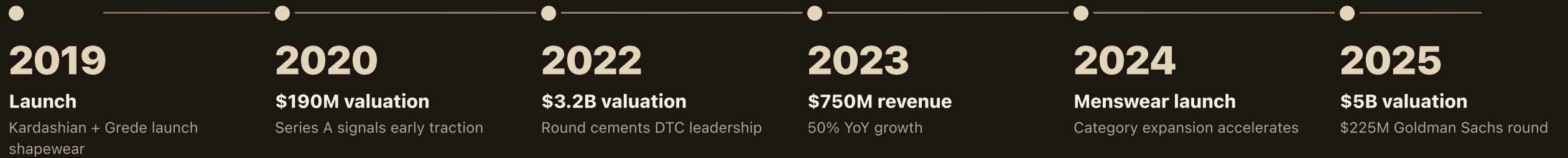
That positioning was built for virality. Kim Kardashian's platform guaranteed launch attention. Jens Grede's operator experience (he previously scaled Frame denim with Emma Grede) guaranteed the company would survive the second month.

By 2023 the brand had reportedly reached \$750 million in revenue, up 50% from \$500 million. The company hit a \$4 billion valuation in 2023. In November 2025 SKIMS raised \$225 million led by Goldman Sachs Alternatives at a reported \$5 billion valuation.

The significant detail is the category expansion. SKIMS started in shapewear. It now sells loungewear, intimates, menswear, swim, and is expanding into beauty adjacencies.

*"Inclusivity is a product spec, not a campaign theme."*

# KEY MILESTONES.



Every milestone above is a compounding bet. The brands that last are the ones where each phase sets up the next. SKIMS is a case study in sequencing.

# THE GROWTH IN NUMBERS.

**\$5B**

Valuation (Nov 2025)

**~\$1B**

Approaching annual net sales

**\$750M**

2023 revenue

**50%**

YoY revenue growth 2022-23

**\$225M**

2025 funding round

**2019**

Year founded

**XXS-4X**

Full size range

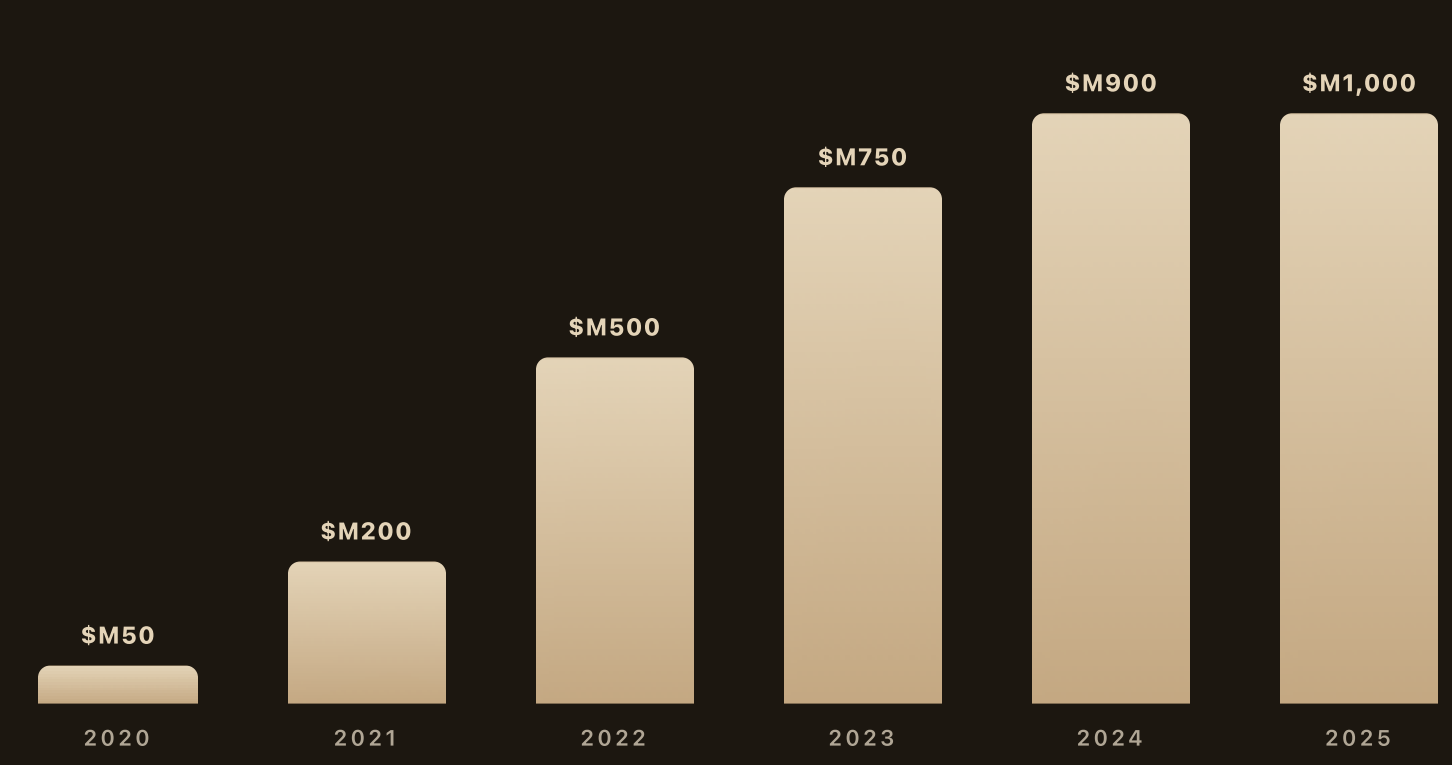
**Multi**

Category expansion

*Figures drawn from public reporting.*

04 · GROWTH TRAJECTORY

# REVENUE TRAJECTORY (USD)



The curve matters more than any single number. The shape tells the strategic story: where the brand accelerated, where it compounded, and where the next investment moment sat.



## 05 · ICP ANALYSIS

# WHO ACTUALLY BUYS.

The SKIMS customer is broader than the typical luxury intimates buyer. The brand's inclusivity positioning reaches women who had never bought shapewear before because the existing category did not make products for them.

Age skews 18-44, with a strong core in the 25-34 range. The psychographic matters more than the demographic. The customer values comfort, quiet luxury, and product that fits.

## OPERATOR PROFILE

Aged 18-44, majority female, all skin tones, all sizes XXS-4X. Values fit and comfort over fashion-forwardness. Follows 10-20 cultural figures. High trust in peer reviews. Willing to pay a premium for inclusivity as a product specification.

## WHAT THEY WANT

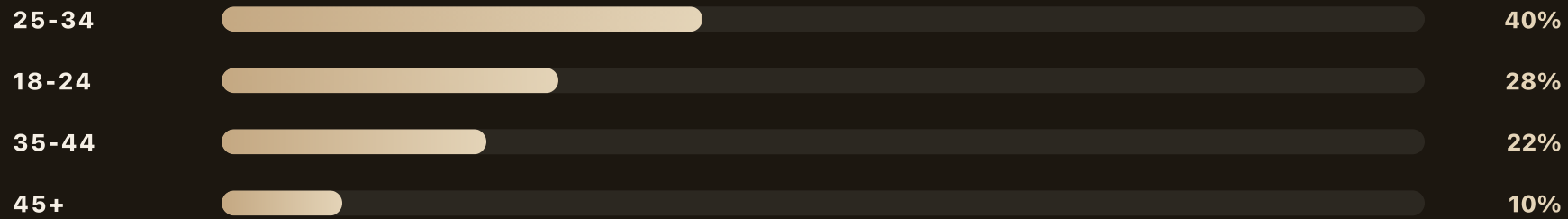
- Product that fits their body, not an imagined ideal
- Quiet luxury they can wear every day
- Shades that match real skin, across the range
- A brand that signals taste without screaming logos

## WHAT THEY FEAR

- × Colour ranges that tap out after 'nude' and 'beige'
- × Sizing built for a catalogue, not their wardrobe
- × Paying premium prices for low-rent elastic
- × Being sold fantasy when they wanted fit

06 · AUDIENCE SPLIT

# THE AUDIENCE, SPLIT.



The 25-34 core is culturally and commercially central. It is the age band where identity meets income. SKIMS captures both in a single customer with a product that signals taste without screaming brand.

# "The brand that made shapewear visible."

Not just in stores but in cultural conversation. The inclusivity story was not a marketing angle bolted onto a standard product. It was a product specification the category had ignored for decades.

The brand's second-order move was building quiet luxury as a visual identity. Colour palette, model direction, campaign styling, store design: all calibrated to feel premium without any logo noise.

## Real bodies

Sizing and colour range designed for the full range.

## Quiet luxury

Visual system avoids logo noise. Signals taste.

## Category owner

SKIMS does not join categories. It resets them.

# HOW THEY DIFFER.

DIMENSION	SKIMS	LEGACY INTIMATES
Positioning	Inclusive product spec	Fashion-first
Tone	Quiet luxury	Campaign-driven
Distribution	D2C + flagship	Department stores
Founder role	Cultural amplifier	Absent
Expansion	Category by category	SKU extensions

## WHAT MAKES THEM DIFFERENT

**01**

Inclusivity treated as specification, not marketing layer.

**02**

Founder platform converts into infinite top-of-funnel.

**03**

Drop-led launches outside streetwear.

**04**

Visual system signals luxury without logo dependence.



## 09 · CONTENT STRATEGY

# PLATFORMS & CONTENT SYSTEM.

SKIMS' content is anchored to the founder and a small rotating cast of cultural collaborators. Each campaign uses a celebrity or athlete whose personal story extends the brand's inclusivity frame.

Social content is a mixture of high-production campaign stills, quieter UGC-style clips, and functional product content. The brand respects the difference between attention content and conversion content.

## WHAT WORKS

- + Campaigns with culturally relevant non-traditional models
- + Try-on content that shows product on range of bodies
- + Drop launches paired with earned media
- + Menswear expansion that borrows the inclusivity frame
- + Retail store reveals that create launch moments

## WHAT DOESN'T

- ✗ Generic influencer ambassador content
- ✗ Campaigns that sell fantasy over fit
- ✗ Aggressive discounting
- ✗ Fashion-week-only narratives
- ✗ Logo-led loud product design

10 · CONTENT PILLARS

# PILLARS & PLATFORMS.

## CONTENT PILLARS

### Campaigns

Cultural moment drops

### Fit content

Try-on + sizing

### Celebrity

Rotating collaborator cast

### Retail

Flagship reveals

## PLATFORMS

### INSTAGRAM

Campaign launches

### TIKTOK

Try-on content

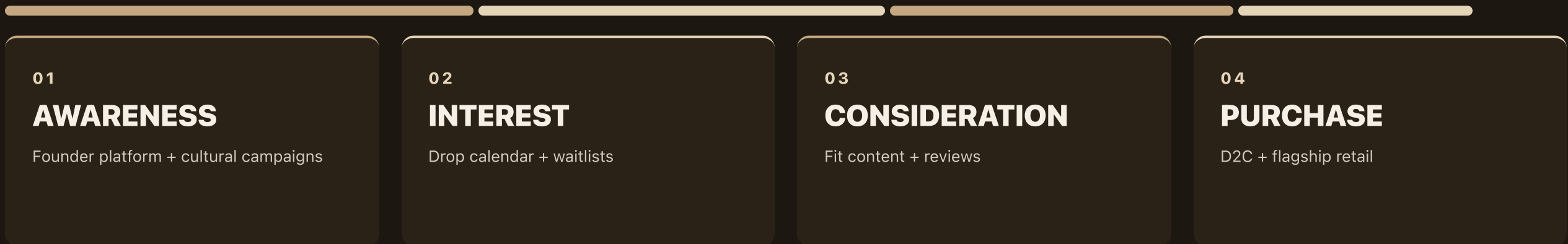
### RETAIL

Flagship reveals

### PRESS

Earned media cycles

# HOW THEY ACQUIRE CUSTOMERS.



The SKIMS funnel is fast for a premium brand. Launch attention pushes customers directly to D2C, sellouts create waitlists, waitlists feed the next drop.



## 12 · RETENTION

# HOW THEY KEEP CUSTOMERS.

Retention at SKIMS is anchored by product quality. Customers who buy once and find the fit almost always come back.

Category expansion is pulled by the existing customer, not pushed through promotions. A SKIMS purchase becomes part of the customer's wardrobe default.

The brand reinforces that with restrained email, app-led drop access, and a visual system that extends into private life.

## KEY RETENTION METRIC

**\$50M to ~\$1B in 5 years**

Category expansions (menswear, swim, loungewear) pulled forward by existing customer demand rather than pushed through promotions.

# TAKEAWAYS YOU CAN APPLY TODAY.

- 01 Inclusivity is a product spec.**  
SKIMS did not run a campaign about inclusivity. They built the product range that made the campaign unnecessary.
- 02 Founder platform is infrastructure.**  
A founder with genuine cultural reach is a defensible acquisition channel.
- 03 Use drops outside streetwear.**  
Scarcity and waitlists port to adjacent categories. Intimates accepted it.
- 04 Signal luxury with restraint.**  
Quiet palettes, disciplined logo use, considered retail.
- 05 Expand by category, not SKU.**  
Each new category pulls the existing customer deeper.
- 06 Real fit photography converts.**  
Show the range. Customers buy the brand that lets them recognise themselves.
- 07 Retail is a PR budget.**  
A single flagship in the right city generates more media than a hundred listings.

THE NEXT MOVE

# WANT US TO BUILD THIS FOR YOUR BRAND?

MOST POPULAR

## The Creator Brand Growth Playbook

10 chapters. 30 hooks. 70 subject lines. 14 templates. Everything you need to build a brand that converts.

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