

SKIMS LAUNCHES TODAY AT SELFRIDGES



SKIMS, created by Kim Kardashian West, makes its International retail debut in partnership with Selfridges, launching today in London, Birmingham and Manchester and at Selfridges.com.

SKIMS was founded by Kim Kardashian West in September 2019 as a new approach to shape enhancing undergarments, offering essential, flattering silhouettes for every day. Over 200 solution-focused options and loungewear pieces across sizes XXS – 5X and 9 tonal colourways will be available at launch, including the signature Body Suit, Solution Short, Waist Trainer and Body Tape, with further newness arriving throughout the season.

To celebrate the launch Selfridges has collaborated with Kim Kardashian West, and artist and photographer Vanessa Beecroft to host an exclusive Instagram life-drawing challenge that celebrates inclusivity, beauty and positivity. The challenge, which launched on October 1st via Selfridges IG, sees Kim hold a series of poses wearing SKIMS, captured by Beecroft. We have been inviting our audience to interpret by creating and uploading artwork in any form or medium, tagging @theofficialselfridges.

For a special in store experience, the Selfridges Body Studio will host an exclusive SKIMS café just for the first two days, providing customers complimentary hot drinks and pastries all covered in SKIMS branding.

For further information and images please contact:

Antonio Pignone
Fashion PR Manager
Antonio.pignone@selfridges.co.uk
T +44 (0) 207 318 3397

Press Office: press.office@selfridges.co.uk / 0203 092 0557

SELFRIDGES & CO

ABOUT SKIMS

SKIMS offers truly considered, unique, and highly technical undergarment solutions for every body. The signature SKIMS collection of shapewear, Solutionwear™, disrupted the market with its new approach to enhancing, never flattening, your natural shape. Made from proprietary, performance level fabrics, Solutionwear™ supports, lifts, and smooths. Founded by Kim Kardashian West, SKIMS offers a range of collections in addition to Solutionwear™ including essential underwear and bodysuits made from super soft and form fitting fabrics, lounge pieces that provide both comfort and style, and an array of fail-proof styling accessories. SKIMS flatters all bodies and skin tones and is available in sizes XXS-4X and up to 5X in Solutionwear™, 31 cups, and 9 tonal shades.



For further information and images please contact:

Antonio Pignone
Fashion PR Manager
Antonio.pignone@selfridges.co.uk
T +44 (0) 207 318 3397

SELFRIDGES & CO

Press Office: press.office@selfridges.co.uk / 0203 092 0557