

# Kim & THE STORY OF SKIMS

From her *humble beginnings* as Paris Hilton's assistant and working at *DASH Boutique* while starring on "Keeping Up with the Kardashians", to more recently successfully launching *SKIMS* followed closely by *SKNN* and starring on the almost identical, "Kardashians", while undertaking law school, advocating for criminal justice reform and giving a lecture at Harvard Business School, if we were to learn anything from Kim Kardashian it would be on the importance of versatility and opportunism.

## Kim Kardashian

Kim Kardashian is the second-eldest daughter of the infamous Kar-Jenner clan notorious for manufacturing America's top media personalities, socialites and businesswomen amongst many other endeavours. Kim initially rose to fame after leaking a private tape to the public in the early 2000s, her dramatic appearances on *KUWTK* and for having one of the shortest celebrity marriages in history – a 72-day union with NBA player Kris Humphries! However, over the course of the past decade Kim has completely transformed her image, or rather has made clever entrepreneurial use of her scandalous history.

## SKIMS

SKIMS was founded in 2019 with the mission of 'creating the next generation of underwear, loungewear and shape-wear'. The business model itself acts as an extension of Kim and the image she has cultivated in the media, oftentimes drawing attention to her iconic hourglass figure and her love for minimalism. Challenging critics over Kim's role in unattainable beauty standards, SKIMS prides itself on its inclusivity with the in-store and



online models uniquely depicting a range of sizes, ethnicities and ages.

Fast-forward, SKIMS continues to gain popularity through jaw-dropping collaborations including Fendi, Team USA for the Olympics, the NBA and WNBA, and Swarovski, alongside stars' Lana Del Rey for Valentine's Day and *Bridgerton*'s Nicola Coughlan for their 'Soft Collection' – with recent talks with Nike, perhaps looking to conquer a new activewear market!

Kim isn't just selling quality undergarments – she is selling a sense of affiliation. As of late 2023, SKIMS was valued at 4 billion USD.

