

APPAREL AND ACCESSORIES

Fendi taps Kim Kardashian West's Skims for capsule collection

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Fendi is teaming with skims for a line of upscale ready-to-wear and shapewear. Image credit: Skims

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Fendi** is teaming with Kim Kardashian West's undergarments brand Skims for a line of upscale ready-to-wear and shapewear, debuting next month.

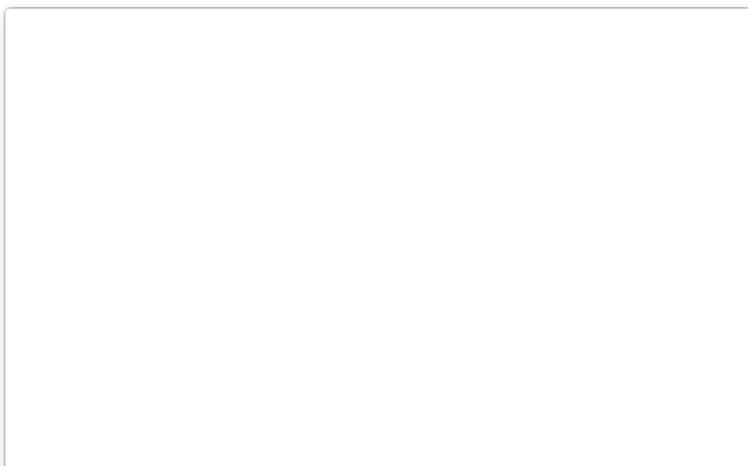
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The upcoming collection by Fendi and Skims will debut on Nov. 9, and will include shapewear, hosiery, beachwear, accessories and more. Ms. West, alongside the Fendi and Skims brand accounts, announced the upcoming collection on social media with a still campaign shot by photographer Steven Meisel.

Keeping up with Skims

The partnership can be traced to Ms. Kardashian West's close friendship with Kim Jones, creative director of womenswear at Fendi. The owner of Skims reportedly sent the creative director several samples of shapewear after hearing it was quite popular in his office.

The limited edition collection has its own [website](#) where consumers can vie for pieces next month. Some pieces from the collection include leggings, a puffer jacket, a leather wrap dress and more.



[View this post on Instagram](#)

A post shared by Fendi (@fendi)

This is the first luxury collaboration for Skims

The collaboration is definitely adding a luxury touch to the shapewear, as a sleep button up tank from Skims typically retails for \$36 while items in the Fendi collaboration are set to range from \$100 to \$4,200.

The Fendi x Skims collection reflects the minimalistic tones of the shapewear brand. *The Wall Street Journal* reports that the Skims brand is currently valued at \$1.6 billion, only two years after its debut.

In 2018, Ms. Kardashian West, along with her mother Kris Jenner and young daughter North West, appeared in a Fendi campaign centered on its Peekaboo handbag. The campaign emphasized the importance of family and the relationships built between women, reflecting Fendi's own familial ties ([see story](#)).

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