

APPAREL AND ACCESSORIES

Fendi, Skims welcome a new age for luxury shapewear

November 9, 2021



The time collaboration merges the style codes of the fashion house with the comfort and structure of Skims undergarments. Image credit: Fendi

By NORA HOWE

With their new collaborative capsule collection, Italian fashion house Fendi and Kim Kardashian West's undergarments brand **Skims** are bridging the gap between luxury fashion and lounge- and shapewear.

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The "Keeping Up with the Kardashians" star has maintained a close relationship with Fendi's creative director Kim Jones, and the collection further solidifies this connection. While the Fendi x Skims collaboration may be unexpected to some in the luxury industry, it is indicative of both the influence of Ms. Kardashian West and the strength of the lingerie and shapewear markets.

"Two decades ago, luxury was all about being exclusive, while today's younger demographics aren't about flaunting wealth or status," said Eric Dahan, cofounder/CEO of influencer agency **Open Influence**, Los Angeles.

"Loungewear, lingerie and shapewear are starting to become more integrated in luxury fashion simply because those wardrobe staples have become a bigger part of the luxury consumer's lifestyle," he said. "Whether we're working from home, traveling, working out or headed out to meet friends, there's been a greater emphasis on having an active, on-the-go lifestyle, and our wardrobes should reflect that."

Fendi x Skims

The capsule, which includes shapewear, hosiery, beachwear, outerwear, accessories and more, was announced via social media in late October through a series of still images shot by photographer Steven Meisel ([see story](#)). The concept behind the collection was to integrate modern design elements into an ultra-feminine line of products that highlight the human figure.

The ready-to-wear collection includes form-fitting tops and dresses starting at \$100, leggings retailing at \$1,100 and a puffer jacket which retails for \$2,950. It also features Fendi x Skims logo printed undergarments, shapewear and hosiery.

The collection's pieces stay true to the minimalist style and colors of the Skims brand, aiming to unite the style codes of both brands, while connecting the legacy fashion house with the massive and devoted Kardashian-Jenner

fanbase.

The film campaign shows a selection of pieces from the capsule, as models rotate between chairs

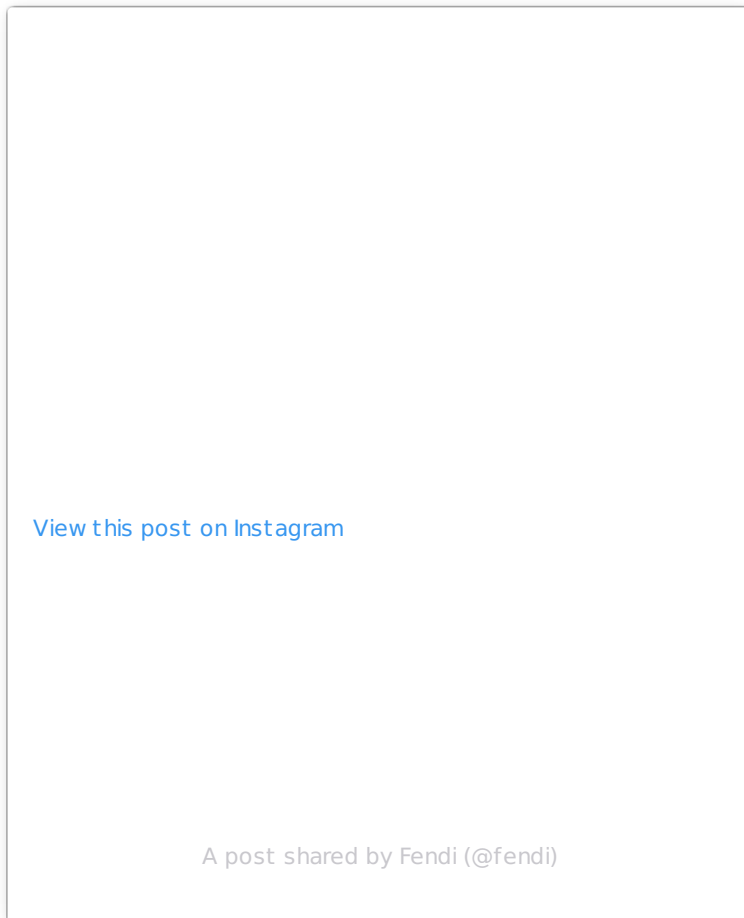
While Ms. Kardashian West became a recognizable name through her family's reality television series "Keeping Up with the Kardashians," she has risen to mega-stardom through her powerful social media presence.

As of [September](#), she was the seventh most followed account on Instagram with 250 million followers, three places behind her half-sister, Kylie Jenner.

Launched on Nov. 9, the collection is available for purchase in select Fendi boutiques worldwide and on the designated collaboration ecommerce site [fendiskims.com](#), where consumers are invited to join a shopping waitlist.

In February, when certain areas of luxury fashion were sputtering, the lingerie and undergarment category remained strong. The sector is expected to hit \$325.36 billion by 2025 ([see story](#)).

According to a July report from *The New York Times*, Skims is worth at least \$1.6 billion, suggesting the lingerie sector is on a positive post-pandemic trajectory, presenting a strategic opportunity for luxury fashion to get involved.



The collaboration pairs the influencer and entrepreneur with a luxury fashion fixture. On Nov. 1, Mr. Jones and Ms. Kardashian West were both honored as 2021 Fashion and Brand Innovators, respectively, at *The Wall Street Journal Magazine's* annual Innovator Awards.

Launched in 2011, the Innovator Awards recognize outstanding talents from a range of disciplines, including fashion, art, entertainment, architecture, design, technology, performing arts, philanthropy, food, literature and more.

Constant collaboration

Dubbed the "King of Collaboration," Mr. Jones has worked with a number of notable creatives, business leaders and brands over the course of his career, and especially since becoming creative director of Fendi last year.

In April, Mr. Jones put his own spin on the classic Chuck 70 sneaker in collaboration with Nike-owned sneaker brand Converse. With his debut collection, the designer reflected on the archetypes of contemporary streetwear, each a classic piece of American sportswear, delivering a contemporary perspective.

The collaboration included a reimagined Chuck 70 sneaker, as well as four apparel pieces ([see story](#)).

More recently, he teamed up with Donatella Versace to close out Milan Fashion Week with an unprecedented design

swap, presenting two collaborative capsules.

Rejecting the term collaboration, Versace deemed the event a merging of two houses leading to a unique moment in fashion. Inspired by friendship and mutual respect, the Fendi by Versace and Versace by Fendi collections aimed to disrupt traditional order and celebrate Italian fashion ([see story](#)).

"It's incredibly exciting to see these new collaborations come to fruition," Mr. Dahan said. "When I got my early start in the fashion industry, it was unheard of to see collaborations between two polar opposite brands.

"Today, we are seeing so many luxury, legacy designer names partnering with younger, trendy, mainstream brands," he said. "We've seen the luxury industry trying to stay relevant with younger audiences and reposition itself to meet the demands of today's luxury consumer."

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