

# 01 Field Notes

from **Future Commerce+**

# SKIMS

LOCATION: NYC, 5th Ave.  
VISIT DATE: Spring 2025  
FORMAT: Free-Standing Store/Flagship (Metro)  
ADJACENT STORES: Longchamp, Cartier, Zara, Ferragamo  
OVERALL BRANDING: 9 (out of 10)  
COMPETITION: Savage X Fenty, Spanx, Honeylove, Victoria's Secret  
WEBSITE: www.skims.com  
SOCIAL: @SKIMS

**About the Brand:** Founded by Kim Kardashian, SKIMS is a solutions-oriented brand that is dedicated to creating the "next generation" of underwear, loungewear, and shapewear. The company has raised \$670M in funding over three rounds due to its star power and its heavy rotation of buzzy collabs.

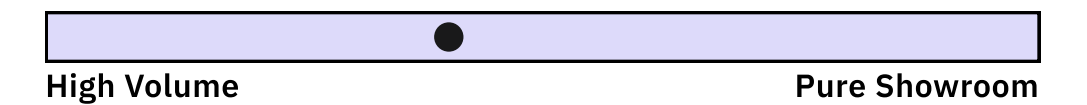
**Cultural "Feel":** Quite commercial and simple in store design, similar to other mid-tier fashion brands but a bit more sophisticated (e.g., mix of Athleta + BR). Without "Kardashian" mystique and current trend impact, could be any basic lingerie store. Although hinted at somewhat "in crowd/cool girl" vibe based on shoppers. Slightly overwhelming with so many options (yet minimal color selection) and too many salespeople, but semi exciting shopping with so many enthusiastic customers.

## RATINGS

### CULTURE



### COMMERCE



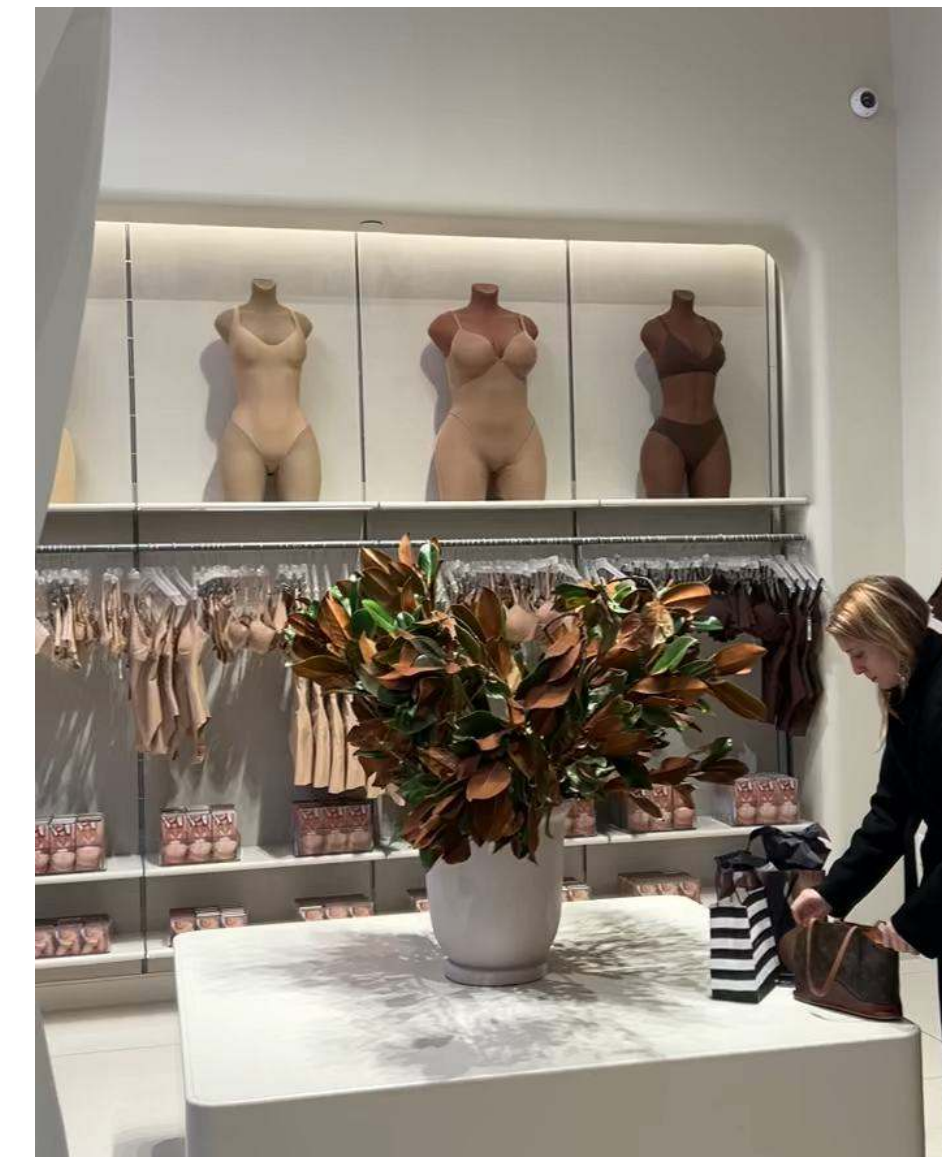
## STORE DETAILS

### BRANDING & STORE DESIGN

- Consistent and ever-present SKIMS branding including sidewalk "plaque," oversized front windows, and branded hangers
- Enthusiastic greeting contrasted startling, oversized nude statue and museum-like foyer/entry
- Stark white walls and store design, contrary to competitor, Victoria's Secret (directly across street with colorful large, external screens)
- Salespeople in subtly branded, nude-toned, oversized "sweats"
- Large, non-branded in-store shopping bags (similar to Ikea size) & appropriate music in line with overall store vibe
- POS available on multiple floors but relatively hidden

### PRODUCT RELATED

- Female mannequins in various sizes and skin tones
- Merchandise categorized in rooms (Bras & Underwear, Shapewear, Lounge, Men's) – somewhat difficult to navigate and crowded
- Pricing high vs. quality, esp. apparel; predominantly made in China
- Helpful (but small font) product signage and visible pricetags





## EXPERIENTIAL 'WOWs'

- Enormous nude “statue” in main entry/foyer
- Visually captivating, exhibition-like “Bra Room” and Men’s underwear displays, showing all colors and styles on one oversized wall
- Salespeople extremely knowledgeable and engaging; provided their personal POV, showing favorites and explaining why
- Quickly offered to locate alternate size/color if needed (via headset to stockroom)
- The very overt Nipple Push-Up Bra
- SKIMS is a sponsor of “Armchair Expert” podcast with Dax Shepard!

## EXPERIENTIAL NOTABLES

- Brand storytelling mainly communicated through displays and salespeople
- Consumer Psychographic - mostly Millennials and Gen Z; ~60% browsing, ~40% buying
- Retail Tech limited to operational usage:
  - 1) Scan QR for Fitting Room
  - 2) Salesperson headsets for inventory checks
  - 3) Standard POS
  - 4) QR for Rewards Program (although details unclear)
- Consistent, automated follow-up including:
  - First SMS immediate click to add SKIMS to Contacts
  - Four personalized emails within first two weeks:
    - 1) Welcome
    - 2) Survey for future product recommendations
    - 3) Brand Overview
    - 4) Purchase reminder and “How are you wearing it?”





## EXPERIENTIAL OPPORTUNITIES

### Refine Brand Storytelling

Salesperson should start from a selling POV highlighting products, especially hero shapewear, instead of Kardashian founders (this can be off-putting or polarizing)

### Improve Diversity

Among male mannequins, only featured “6-pack,” athletic body type which is contrary to brand mantra re. body acceptance; also inconsistent with women’s mannequins

Salespeople in Men’s area (all female) seemed to only approach/greet male customers

### Enhance Fitting Room Process & Experience

Scannable QR code adds customer to queue but they are not alerted when rooms are available

There is no personalized service or checking for additional sizes, etc.

### Improve Feature Signage

Feature signage on mannequin displays wearing multiple pieces; include items being featured, prices, and where to find them in-store

### Clarify Rewards Program

Salesperson wasn’t sure of details, and Sale email stated “Buy Now, Pay Later” as SKIMS Rewards benefit

### Merchandise Products More Consistently

Ensure items in drawers are the same as mannequin above; otherwise, it causes confusion and frustration

### Improve Store Navigation

Use more specific wayfinding and directional signage

### Enlarge Font

Improve type on product and promotional signs and price tags





## THE SENSES MATRIX

### SIGHT

- Stark white walls and store design elements
- SKIMS branding is ever-present, complemented by the brand's synonymous nude color palette
- Exhibition-like walls of bras and underwear turn the products into art

### SOUND

- Music aligned with the overall vibe of the store

### TOUCH

- Merchandise is categorized in rooms, making it somewhat difficult to browse

### PALATE

- No distinct scent or palatable element to add luxury to the experience. Clear opportunity to reinforce brand promise and storytelling

### SIXTH SENSE

- In-store technology focuses on operational excellence
- Automated follow-up nurtures customers and onboards them into the brand journey
- There is a distinct opportunity to enhance fitting-room tech and experience

## FIELD TEST

Ask these questions to benchmark key learnings against your branded environments

1

How can your products be turned into artistic elements that support the store experience?

2

What product content and educational signage does your brand need to empower customers browsing in stores?

3

What core talking points do you want every store associate to communicate during the shopping journey?

**About the Analyst:** Kate Fannin is a strategic Retail Realist passionate about customer-first, immersive experiences that engage shoppers (or don't!). With her strong focus on ROE (Return on Experience) and "connecting the dots" between customers and brands, she reinforces the mantra "People Buy Things. They Pay for Experiences." Kate has 18+ years of expertise in Marketing, Retail, and Consumer Behavior at The Estee Lauder Company, Nordstrom, Neiman Marcus, and Gap.

