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# Introduction.

On Sep. 27, 2022 SKIMS is launching the world's largest, most inclusive line of shape-wear and undergarments to ever be on the market.



- 01. Memo**
- 02. News Release**
- 03. Pitch Letter**
- 04. Fact Sheet**
- 05. FAQ**
- 06. Professional Bio**



# Memorandum.

This memo outlines the content included in the media kit for this launch. In order to properly inform various news media outlets, I've included the following content:

- Pitch Letter
- News Release
- Fact Sheet
- FAQ
- Professional Biography

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## Media Kit Elements



### Memorandum

To: Julia Collier, SVP Brand Marketing, SKIMS  
From: Charlotte Marsoun, Marketing & Communications Representative, SKIMS  
Subject: New Shapewear Launch

Dear Ms. Collier,

The following media kit outlines the plans and steps leading up to the Sep. 27, 2022 launch of SKIMS' new line of inclusive shapewear.

At SKIMS, we strive for inclusion and global reach. The shapewear market has always been limited in size and shade range, we hope to be the solution. With the help of Harper's Bazaar, SKIMS is setting new precedents in launching the world's largest shade and size range of undergarments.

SKIMS will be announcing this collaboration with Harper's Bazaar. Bazaar subscribers will have access to a private presale link for the anticipated line, as well as exclusive information regarding the launch. As a brand, Harper's Bazaar actively works towards inclusion on a global scale. The magazine is found in 37 countries and has a larger demographic of consumers that SKIMS hopes to reach.

This kit highlights the collaboration with Harper's Bazaar to announce the launch, tactics to cultivate an influx of consumers for both companies, details on where to find information regarding the new line, and other various important details.

The following contents for this media kit include:

The following content of this media kit has been tailored to various news media outlets and their audiences:

1. *Pitch Letter:* This letter is addressed to Nicole Saunders, Beauty Editor and Commerce Expert at Harper's Bazaar.
2. *News Release:* This news release includes information regarding the new SKIMS line. The collaboration with Harper's Bazaar is outlined in the release, as well as the new pop-up stores.
3. *Fact Sheet:* This document includes information regarding the brand, as well as the SKIMS team and our past collaborations. The launch is also introduced but is not the focal point of information provided.

If I was creating this media kit as a PR professional, I'd include the following content in addition:

- History
- Financial Information
- Timeline

4. *Frequently Asked Questions:* The FAQ page answers the most important questions regarding the shapewear launch, as well as basic information regarding SKIMS that will be important in conjunction with the launch.
5. *Professional Biography:* This document will detail Kim Kardashian's past ventures and careers. Her experience in various forms of media, as well as entrepreneurship, has been a leading factor in the success of the brand.
6. *History:* Background of the company and information regarding past collaborations. The previous collaborations with fashion house Fendi and Team USA for the Olympics will be highlighted.
7. *Financial Information:* This document will include current financial standings and sales reports. Sales reports from past campaigns and collaborations will be distinctly outlined, as well as projections for the upcoming launch.
8. *Timeline:* The timeline outlines the sequence of events leading up to, and following the launch of the new shapewear line. Deadlines for subscribers, Bazaar's media releases, and other various details will be included in this document.

For further details or inquiries, please contact me at:

123.456.7890

cmarsoun@skims.com

Thank you,  
Charlotte Marsoun  
Marketing & Communications Representative, SKIMS

# Pitch Letter.



BAZAAR FASHION BEAUTY CULTURE BRIDE WATCH & LISTEN WORLD OF FASHION 2022 ABU DHABI DREAM "I want everyone to feel included with this collaboration," Kardashian says of her partnership.

SKIMS

**Kim Kardashian Just Released \$90 Sunglasses and They're Good**

"I want everyone to feel included with this collaboration," Kardashian says of her partnership.

**FASHION**

**Fendi X SKIMS Capsule: How Kim Kardashian West And...**

The vibrant (and no doubt viral) collection is available at a pop-up in The Dubai Mall this month.

**CULTURE**

**Kim Kardashian Is Studying for the California State Bar**

She shut down haters who want her to "stay in her lane" with a lengthy Instagram post.

BY NICOLE SAUNDERS / PUBLISHED: APR 16, 2019

## Nicole Saunders' Portfolio

Nicole Saunders is a Beauty Editor and Commerce Expert at Harper's Bazaar. She boasts an extensive portfolio, with many articles pertaining to the Kardashians.

# SKIMS

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September 15, 2022

Nicole Saunders  
Beauty Editor and Commerce Expert  
Harper's Bazaar  
New York, NY 10036

Dear Nicole,

Shape, and loungewear, as you know, have taken the world and internet by storm. SKIMS is launching a new, full line of shapewear. The company offers the world's most extensive range of sizing and color with over 20 shades and skin tones.

As you know, the Kardashians are famously known and admired on a global scale for their fashion and media presence, especially by Bazaar readers.. We've decided to exclusively share this information with you, Harper's Bazaar, in hopes that we can collaborate and make a feature announcing SKIM's new line of shade ranges. By spreading this feature across the world with Harper's Bazaar, it would not only create more online sales but online traffic for Harper's Bazaar as well.

SKIMS has a large e-commerce presence, with many popular items selling out in minutes. We are proposing a private presale link exclusively for Harper's Bazaar users and readers to be included in the feature. This private link will cultivate an influx of readers and subscribers. As the Kardashians are famously known on a global scale, readers and consumers from all 37 countries Bazaar is in, can indulge in the shapewear line that is meant for them- and every body.

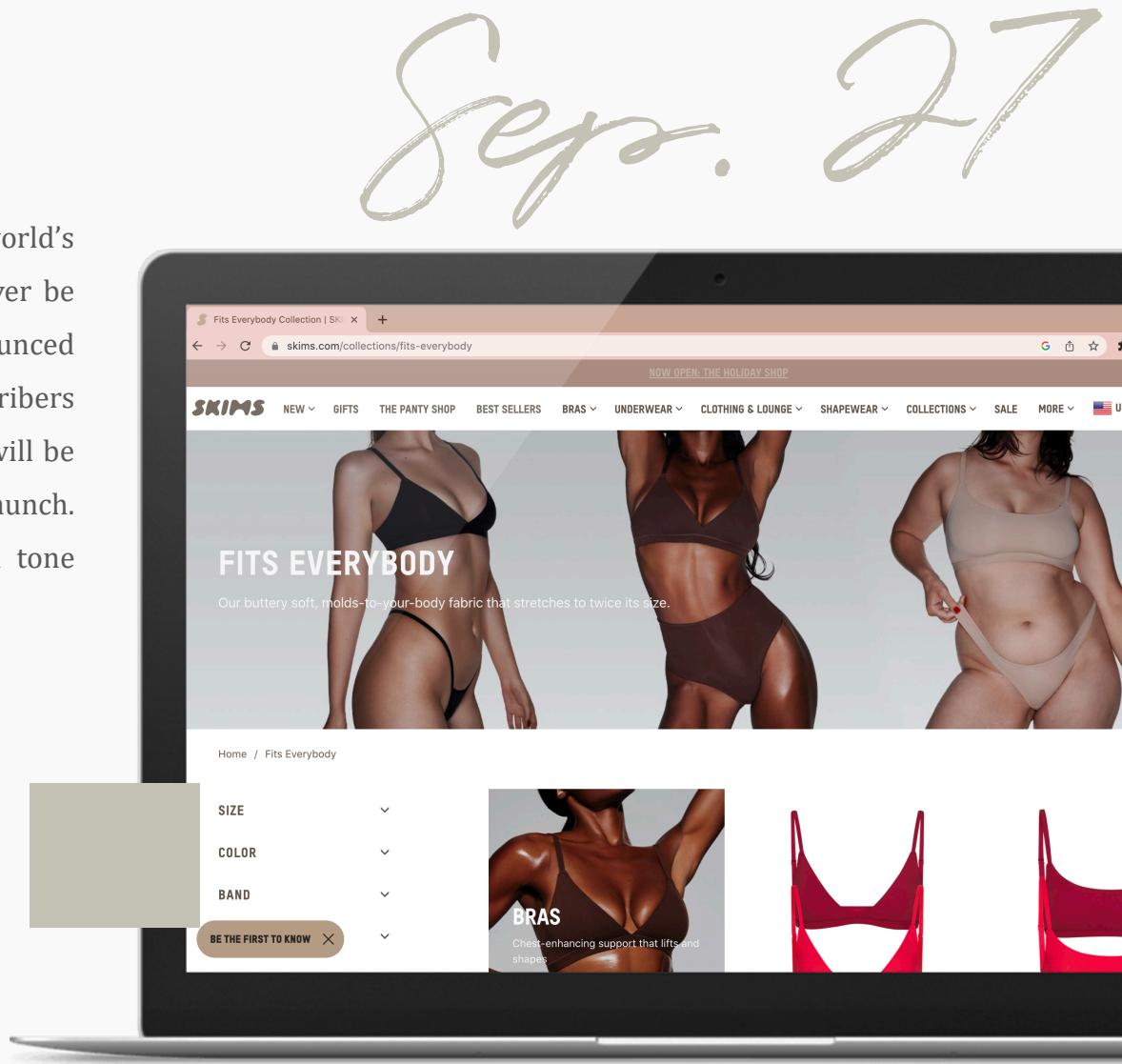
Harper's Bazaar embodies the inclusivity, and global reach our company hopes to achieve. After viewing your various pieces on the Kardashians, in conjunction with SKIMS, this feature aligns with your portfolio and past work. Being the exclusive author for this ground-breaking launch could draw more attention to your work and company. Inclusivity is at the forefront of our brand's mission, and this collaboration will show consumers that it is of equal importance to Harper's Bazaar. All of us at SKIMS, especially Kim, have enjoyed your pieces and feel you would be a great fit.

Sincerely,  
Charlotte Marsoun  
Marketing & Communications Representative, SKIMS

# SKIMS x Harper's Bazaar.



On Sep. 27, 2022 SKIMS is launching the world's largest, most inclusive line of shapewear to ever be on the market. The launch is being announced exclusively with Harper's Bazaar. Bazaar subscribers will have access to a private presale link, and will be the first to know all information regarding the launch. The new line features over 20 different skin tone shades, and sizing ranging from XXXS- 6X.



Sept. 27



# News Release.

## “A Solution for **EVERY** Body.”

This news release is tailored to SKIMS entire launch. Due to the exclusivity of the information regarding the new line, in collaboration with Harper's Bazaar, certain details have been left out of the release.

News Release



FOR IMMEDIATE RELEASE

**Media Contact:**

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### Something For Everyone: SKIMS Launches Line of Shapewear With World's Largest Size and Shade Range

Culver City, CA (September 15, 2022) - Shapewear and apparel company, SKIMS is announcing their newest, most inclusive line of shapewear with the help of Harper's Bazaar. This line features a broader range of sizes and colors, the largest to ever be put on the market.

The new shapewear line is launching on Sep. 27, and all items available will be on [www.skims.com](http://www.skims.com) and select partnered online retailers.

Kim Kardashian, COO - “Diversity and inclusivity are in our brand DNA. We started Skims with those two elements being front of mind and today they continue to be the driving forces behind ensuring that what we create is for everyone and everybody.”

SKIMS is excited to be announcing this news in collaboration with Harper's Bazaar. Bazaar subscribers will exclusively have early access to information regarding the launch, as well as a private presale link. For more information, please visit [www.HarpersBazaar/skims.com](http://www.HarpersBazaar/skims.com)

On Sep. 27, SKIMS will be opening 10 pop-up stores across the globe. These stores will carry the brand's new line and will be open for the entire holiday season. Each location will be announced ten days prior to launch, on the brand's *Instagram* page.

#### About Harper's Bazaar

Harper's Bazaar is a monthly fashion magazine, published by Hearst Magazines. Since it's first publish in 1867, Harper's Bazaar has vastly expanded and is now in 37 countries and regions. The magazine embodies sophistication with an emphasis on fashion, beauty, and life. Harper's Bazaar is timeless fashion for any woman or person, at any age, across the globe. Aisha Tyler has been the editor-in-chief at Harper's Bazaar since 2020. She is the first Black woman to fill this position, and is a large contributor to the brand's focus on equity and in-

#### About SKIMS

Launched in 2019, SKIMS is a revolutionary shapewear and loungewear brand focused on inclusivity and comfort. Co-Founders Kim Kardashian and Blank Blank. SKIMS has been able to provide women across the globe with shapewear solutions and undergarments, and our company vows to further brand inclusivity. At Skims, we practice sustainability and ethical manufacturing, they're of utmost importance to us.

# SKIMS

## Fact Sheet

### What's New

Shapewear and Loungewear brand, SKIMS, is launching a new, full line of shapewear. The company is offering the world's largest range of sizing and color in shapewear, with over 20 shades and skin tones. SKIMS's new line aims to be more inclusive and innovative and meet the needs of all people as society evolves.

### Logistics

The shapewear line will include over 20 skin tone shades. SKIMS's new line offers the largest shapewear shade range to ever come on the market. The company also expanded its sizing, which ranges from XXXS-6X. The new line is launching on Sep. 27, 2022, three years after the brand's first launch date.

### Company Overview

Founded in June 2019 by Kim Kardashian, Kanye West, and Jens Grede. Company headquarters are located in Culver City, CA, and house 235 employees. Jens Grede is a Swedish entrepreneur and Co-Founder, Co-Owner, and Chief Executive Officer of the company. Kim Kardashian is an American businesswoman and Co-Founder and Co-Owner of SKIMS. Amongst them are Gary Schoenfeld, President and COO, Emma Lawson, VP of eCommerce, and Lindsey Saroyan, VP of Product.

### Partners

SKIMS is proud and honored to represent TEAM USA at the 2022 Winter Olympics in Beijing, especially after doing so at the previous summer games in 2020. SKIMS dressed all American athletes in specially made loungewear and undergarments. In addition, SKIMS has partnered with fashion house Fendi. The collaboration grossed over \$1 million in just one minute on its Nov. 9, 2021, launch.

### Website

<https://skims.com/>

### Media Contact

Charlotte Marsoun, Marketing & Communications Representative  
123-456-7890  
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# Fact Sheet.

On launch.

## FAQ.

On SKIMS.

# Fact Sheet & FAQ



Charlotte Marsoun

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### Frequently Asked Questions (FAQs)

If you have any more questions about SKIMS, please e-mail us at [helpcenter@skims.com](mailto:helpcenter@skims.com)

#### 1. What is the purpose behind our company?

- SKIMS's main goal is to provide solutions and shapewear for every body. Our shapewear is made to enhance your curves while also being comfortable. Our goal is to constantly evolve and better the shapewear industry and the confidence of our customers. As a comfort-focused brand, we pride ourselves in using the best materials and fabrics, hence why our underwear can stretch to twice its size.

#### 2. What will be available at the Sep 27, 2022 launch?

- The Sep. 27 launch will include all shapewear undergarments featured on the skims website, but now with over 20 different shades of skin tones and a larger sizing range from XXXS-6X.

#### 3. Where can I purchase SKIMS?

- SKIMS is available for purchase online at [www.skims.com](https://www.skims.com). We are also featured in many popular retailers like Nordstroms and Selfridges. For our Sep. 27 launch, SKIMS will be opening 10 pop-up stores across the globe for this holiday season.

#### 4. What are our company's return policies?

- Domestic orders may be returned within 30 days of delivery for a refund or store credit. When the return is received and inspected, we will notify you if your return is accepted or declined. This process can take up to 5 business days from the date that your return arrives at our warehouse.

#### 5. What is our company's international return policy?

- We accept self-postage standard returns. We also offer express prepaid labels for international returns. If the label is not used within 14 days, it will expire. Returns must be postmarked within 30 days of your order date.

#### 6. How are we practicing sustainability?

- Here at SKIMS, we are committed to ethical and sustainable fashion practices. Our suppliers and vendors are specially chosen and are committed to sustainability, accountability, and transparency. In all aspects of our business and product supply chain, we are dedicated to the highest ethical standards and legal compliance.

#### 7. How are we practicing inclusivity at SKIMS?

# Fact Sheet & FAQ.



# Professional Bio



## Kim Kardashian.

Although including a bio on Kim Kardashian may seem redundant, we at SKIMS felt it was beneficial to highlight our COO's career. In conjunction with a global online presence, her experience as an entrepreneur has transformed her into the successful business woman she is today.



**Kim Kardashian**

Chief Operating Officer & Co-Owner, SKIMS

Kim Kardashian is a multifaceted businesswoman and entrepreneur. She is the Co-owner and COO of SKIMS and boasts an extensive career spanning various industries.

Before starting SKIMS in 2019 with Jens blank, Kim Kardashian ventured into the cosmetic and perfume industries. KKW Beauty and KKW Fragrance were launched in 2017, both were created and owned by Kim Kardashian. Kardashian utilizes her large platform of blank million Instagram followers to advertise her various businesses and brand partnerships. Both companies have maintained their success, but they have been recently rebranded to SKKN by KIM.

In 2018, Kim Kardashian began her journey to becoming a licensed lawyer in California. In 2021 she passed the baby bar, and is now continuing with legal apprenticeship so she can take the state bar exam in the future. She now uses her new legal education to advocate for prison reform and those wrongfully sentenced.

After graduating from high school in 1998, Kim Kardashian worked as Paris Hilton's personal assistant. After a growing social presence, Kardashian and her family opened a series of stores named Dash Boutique. The first storefront opened in Calabasas, CA in 2006. Over the years, the sisters grew the company and opened stores across the country. In conjunction with the new stores, the Kardashian sisters often had a spin-off reality show marketing the new locations and themselves.

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