

Brand Critique

SKIMS X PATRICK MAHOMES

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OVERVIEW

SKIMS

Mission Statement: “Skims is a solutions-oriented brand creating the next generation of underwear, loungewear, and shapewear.”

PATRICK MAHOMES

- NFL Quarterback for Kansas City Chiefs
- 3-time Super Bowl Champion
- Part owner of Kansas City Royals (MLB), Sporting Kansas City (MLS), and Kansas City Current (NWSL)

SKIMS BY KIM KARDASHIAN

POSTIVES

Inclusivity and Diversity

- Shapewear and loungewear for a wide range of body types, sizes, and skin tones
- Technically constructed to enhance curves that stretch twice its size
- Bringing customers newness and excitement with each product drop

Strategic Collaborations

- Different celebrity, athlete, and influencer collaborations to attract different demographics

Unique Marketing Strategies

- Storytelling campaigns that generate excitement and captivate audiences
- Showcases different body types and imperfections to create consumer connections

Commitment to comfort and fashion

- Kim Kardashian believes that when you feel your best, you look your best

NEGATIVES

Unsustainable fabrics

- Some fabrics contain spandex and nylon, not safe for the environment

Vague ethical standards

- FAQs page does not explain ethical standards or legal compliance

Critical toward women's bodies

- Shapewear alters bodies to look more "socially acceptable"

Cheaper alternatives

- Amazon offers the same design and similar material for less than \$50

Greenwashing

- Audience believes Skims cares about the Earth's well-being through nipple bra advertisement

Cultural Appropriation

- Original name was Kimono Intimates which circulated backlash due to disrespecting Japanese culture

SKIMS: EVOKED EMOTIONS

Inclusivity

Comfort

Confidence

Luxury

Empowerment

Sophistication

SKIMS

POSITIONING

Skims has positioned itself as a high-end brand based on pricing and quality, as well as through the use of partnerships.



SKIMS

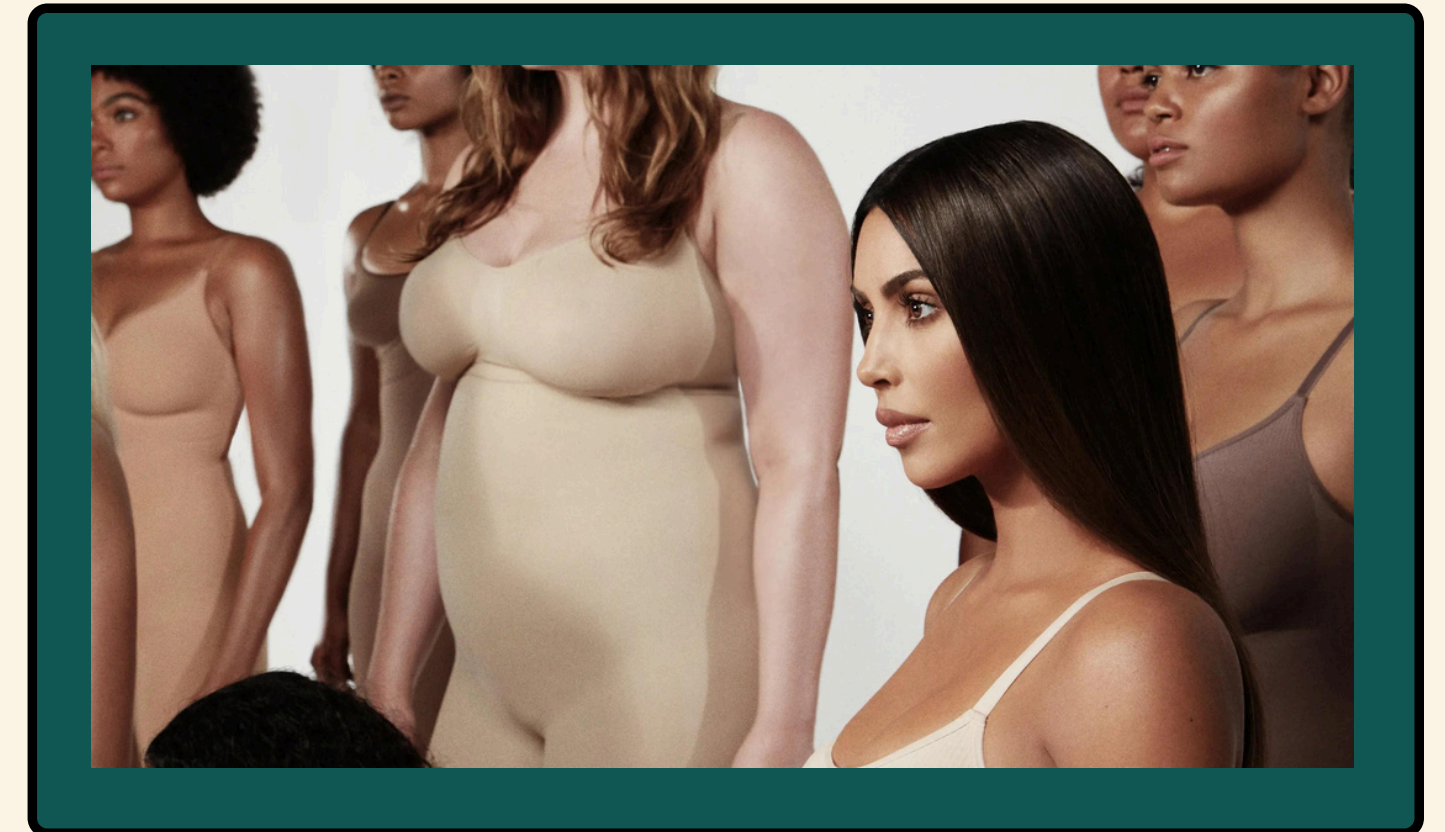


PRODUCT STRATEGY

Skims offers a variety of high-end luxury goods. Including shapewear, loungewear, and sleepwear. They mainly focus on the female market but have recently expanded into men's and have advertised this through partnerships.

SKIMS

PRICING STRATEGY

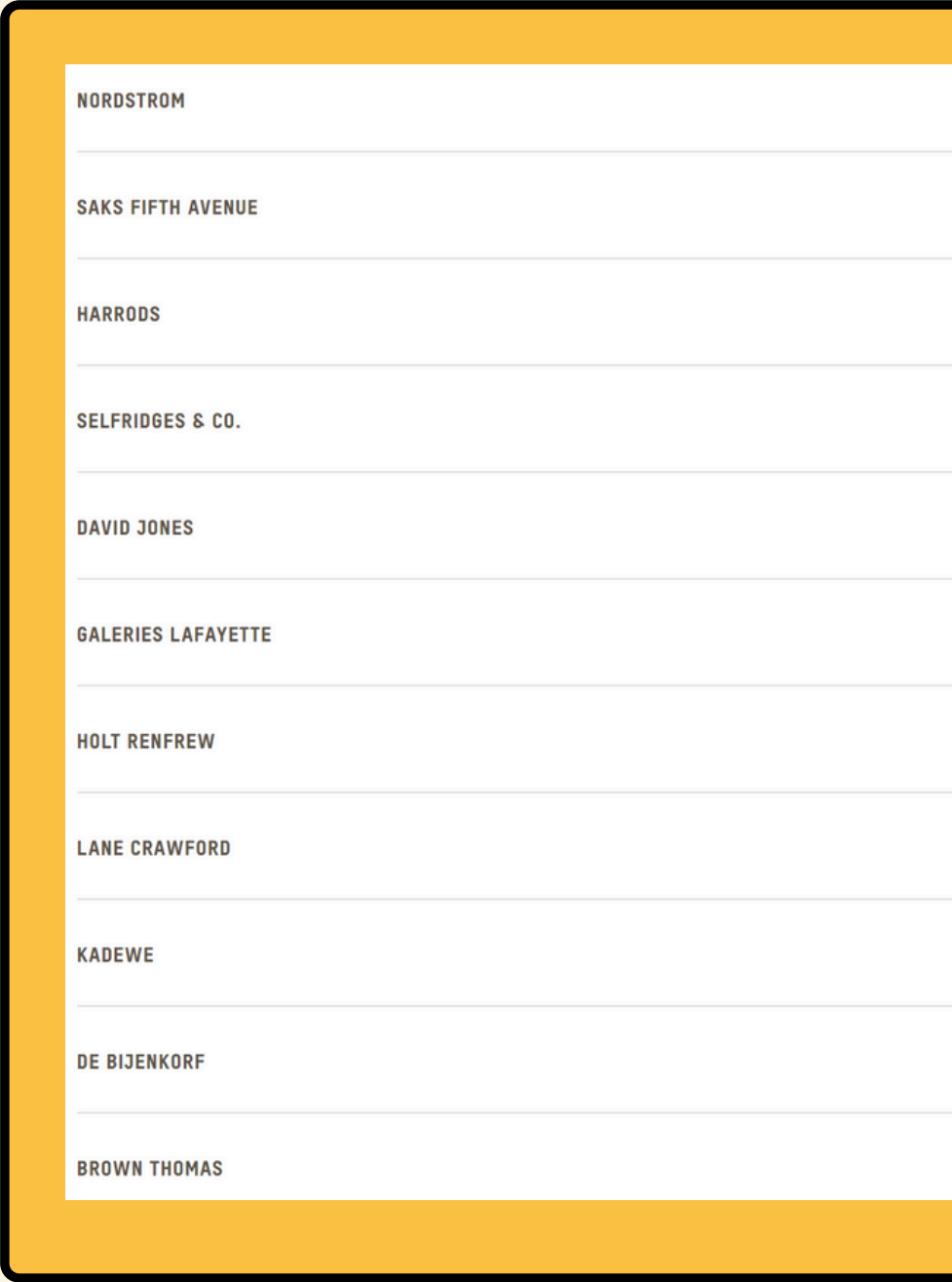
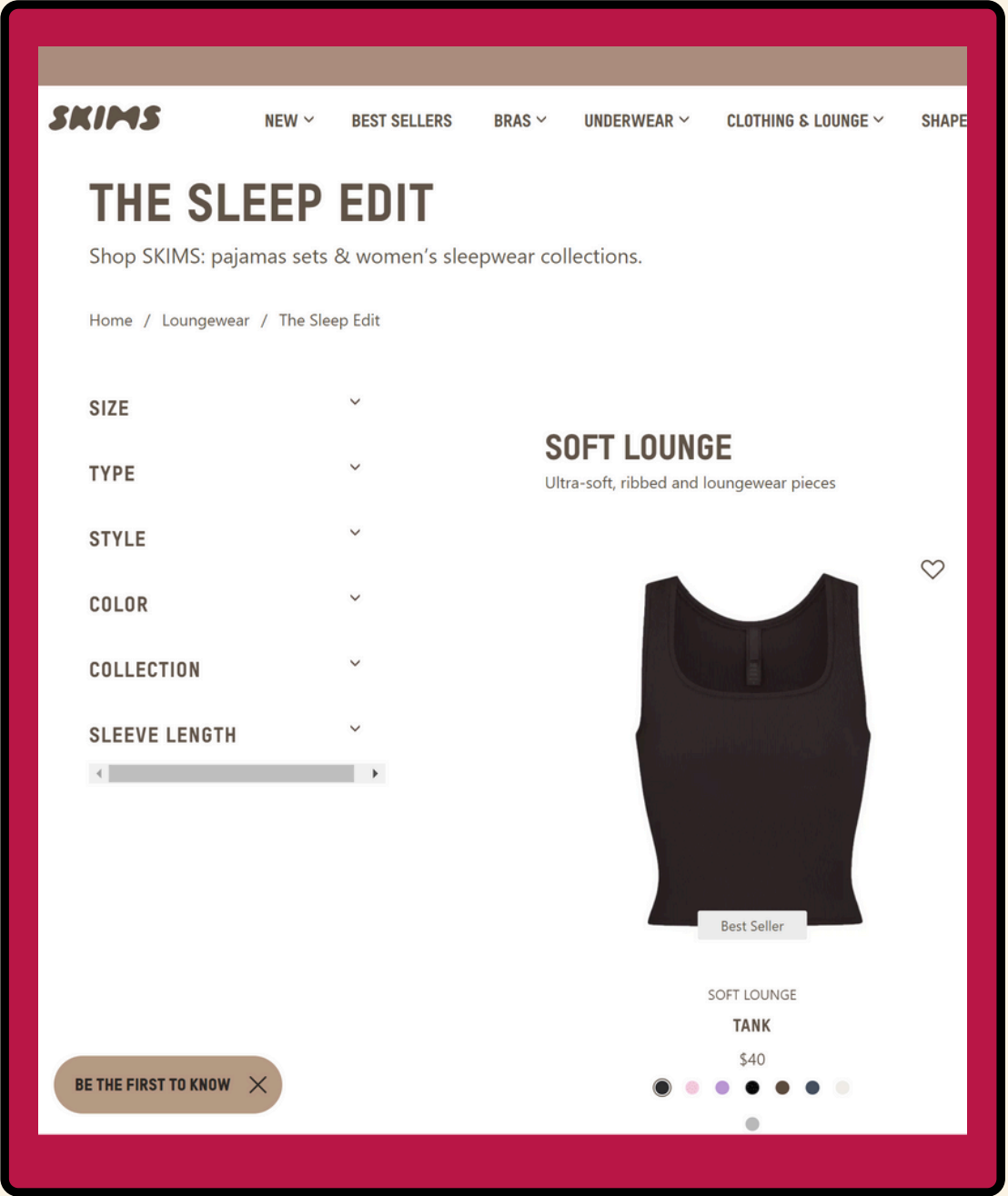


Skims has been able to price product based on brand perception, quality and competition.

SKIMS

CHANNEL STRATEGY

Skims is sold exclusively through skims.com as well as selective retailers.



SKIMS



MARKETING COMMUNICATIONS

The collaboration between Skims and the Mahomes family was highlighted through the use of digital marketing tools, specifically digital marketing.

PATRICK MAHOMES

POSITIVES

Charismatic

- Time Magazine: "The 100 Most Influential People of 2020."
- Morning Consult: Most-liked skill position player

Philanthropic

- Paid for Arrowhead to be open as a polling place.

Talent.

- 2 Super Bowl rings matching 2 MVP awards – all by age 27.

Marketability

- Official endorser for 15 different companies.

NEGATIVES

Oversaturation

- Overexposure -> presence becoming ubiquitous and losing its novelty.

Pressure & Expectations

- Expectations from fans, media and sponsors for him to continually perform at an elite level.

Family Scandals

- Brittany overshares opinions/emotions on social media.
- Jackson Mahomes assault allegation.

MAHOMES HELPING SKIMS

Expanded Audience

This collab proves that men can wear SKIMS too. Mahomes being extremely idolized made him the right man to prove this.

Increased Visibility

This partnership was unexpected, yet well received. It created considerable media coverage and social media buzz.

Familial Aspect

Doing this collab with his wife and kids shows that SKIMS can be a brand for the entire family, further widening its audience.

Massive Outreach

SKIMS has a massive, dedicated audience. So does football. Combining these audiences creates massive outreach.

Aligning with Success

By aligning with Mahomes, SKIMS can leverage Mahomes' positive public image/success to enhance its own brand image.

Vice Versa

SKIMS is helping Mahomes too. Having a well-received family-focused collab will help repair the public's perception of his family.

FUTURE AND EVOLUTION

SUSTAINABILITY INITIATIVES

- Utilize eco-friendly fabrics
- Reduce waste in production
- Implementing recycling programs

COMMUNITY ENGAGEMENT

- Supporting social causes
- Participate in discussions related to body positivity, diversity, or women's empowerment

CLEAR ETHICAL STANDARDS

- Create clear and concise ethical standards for consumers to understand
- Create/be a part of CSR ethical programs
- Be transparent about the working conditions in factories

PATRICK MAHOMES INVOLVEMENT

- Should be involved to a small extent
- Endorse the men's line
- Still a women's based clothing line
- Have the family involved in other pajama sets that drop
- Doesn't need to be the face of Skims

The end
THANK YOU!

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