

Millennials Skims Social Media

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Trend Analysis & Styling Concepts

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Millennials

- Age range 18 to 40
- Love: Social media, influencers, follow the latest trends, and fashion
- Motivated and passion about learning
- Incorporating new changes
- Gain information through social media
- Have Bachelor degree or higher education experiences



SKIMS

- SKIMS is an underwear brand produced by Kim Kardashian. In addition to a wide range of sizes from XXS to 5XL, there are a wide variety of color choices to match customer's skin color.
- SKIMS sets new standards by providing solutions for all bodies. From technically constructed shapewear that emphasizes curves to underwear that doubles in size, SKIMS's statement is to constantly innovate the past and move the industry forward into the future.



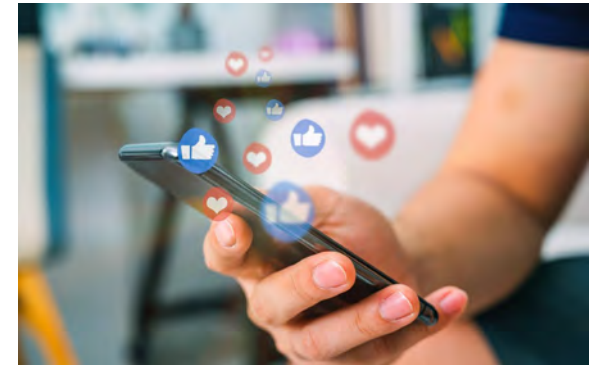
Why is this trend emerging?

- Social Media is emerging now since people would like to interact or connect with each other and social media became important for users for their places to belong.
- The number of platforms that serve as a place for users has increased.



Influences

- Growth of the internet
- Desire to seek a welcoming place
- Social media (Facebook, Instagram, Twitter, Pinterest and YouTube)
- Influencers
- Smart phones
- Online Shopping
- Place to belong/secure



Current Trends

- Minimalism
 - Economic instability
 - Price increase
- Social Media
 - Platforms such as Twitter, Instagram, TikTok, Snapchat
 - Influencers
 - Smartphones
 - Online Shopping

Smartphones have become essential for people in this era

They seek for a community where they can share thoughts and information with each other

Easy access to the internet

Love to communicate with each other through the internet



Trend Takeaways

- GenZ and Millennials are the main target customers for most fashion brands right now.
- Retro/vintage is always coming back.
- Influencers are really important for both runway and streetwear.
- Styles need to be innovative and creative, however, they have to keep the original DNA of the brand.
- Small logos, minimal, anonymity are replacing big logos, flashy look.
- Sustainability and ethics are crucial for both runway and streetwear brands in the social media era.



Skims' Take-Away from the Trend Research

- GenZ and Millennial are Skims' main target customers.
- The colors and the vibe of the brand have a retro aesthetic.
- Brand's founder is an influencer herself – Kim Kardashian.
- The style and design of all items are minimal with small or no logo at all.
- Sustainability and Ethics are what Skims deliver through any product.



Color Palette



White



Light Neutral



Yellow



Pink



Red

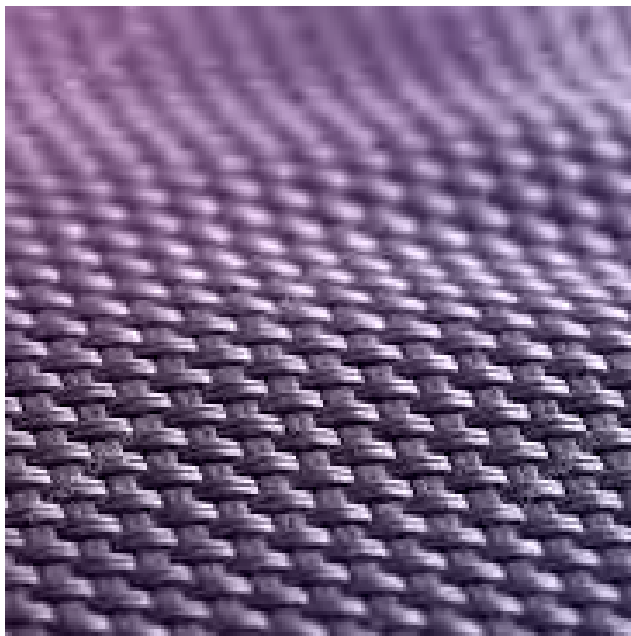


Medium
Neutral

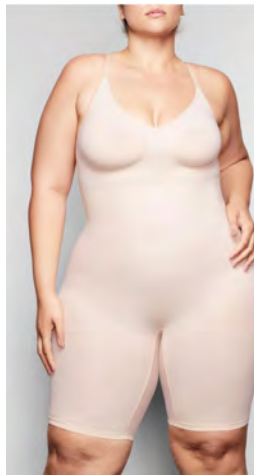
- Warm earth tones are the base
- Light and pale color
- Natural color matches to human skin color



Spandex, Nylon, Linen, and Polyester



- Spandex material, also known as elastin or Lycra, is a modern synthetic fiber known for its excellent elasticity. This material is a long-chain synthetic polymer fiber that consists of rubbery segments that provide elasticity and recovery, and stiffer segments that provide strength and durability.
- Nylon is a plastic called a polymer, which has a molecular structure consisting of many similar units bonded together. Nylon combines excellent strength and abrasion resistance, making it suitable for all kinds of sports. It also has excellent elasticity, so it will not lose its shape even when stretched to the limit. Furthermore, nylon is resistant to sunlight, making it ideal for active wear. Its ability to accept acidic dyes allows it to produce more vibrant colors than other synthetic fibers.
- Linen is a natural made fiber that have thermal conductivity as its property. It is lightweight, high strength and durability. It is highly absorbable which is a perfect fabric for sport and underwear garment. It is a luxury fabric but looks minimal which match the current trend.
- Polyester is a synthetic, man-made polymer, which is most referred to as polyethylene terephthalate (PET). It is made by mixing ethylene glycol and terephthalic acid. It is extremely durable and resistant to water and some chemicals. It also resistant to shrinking, wrinkling, and stretching. It can not be loose shape at all.

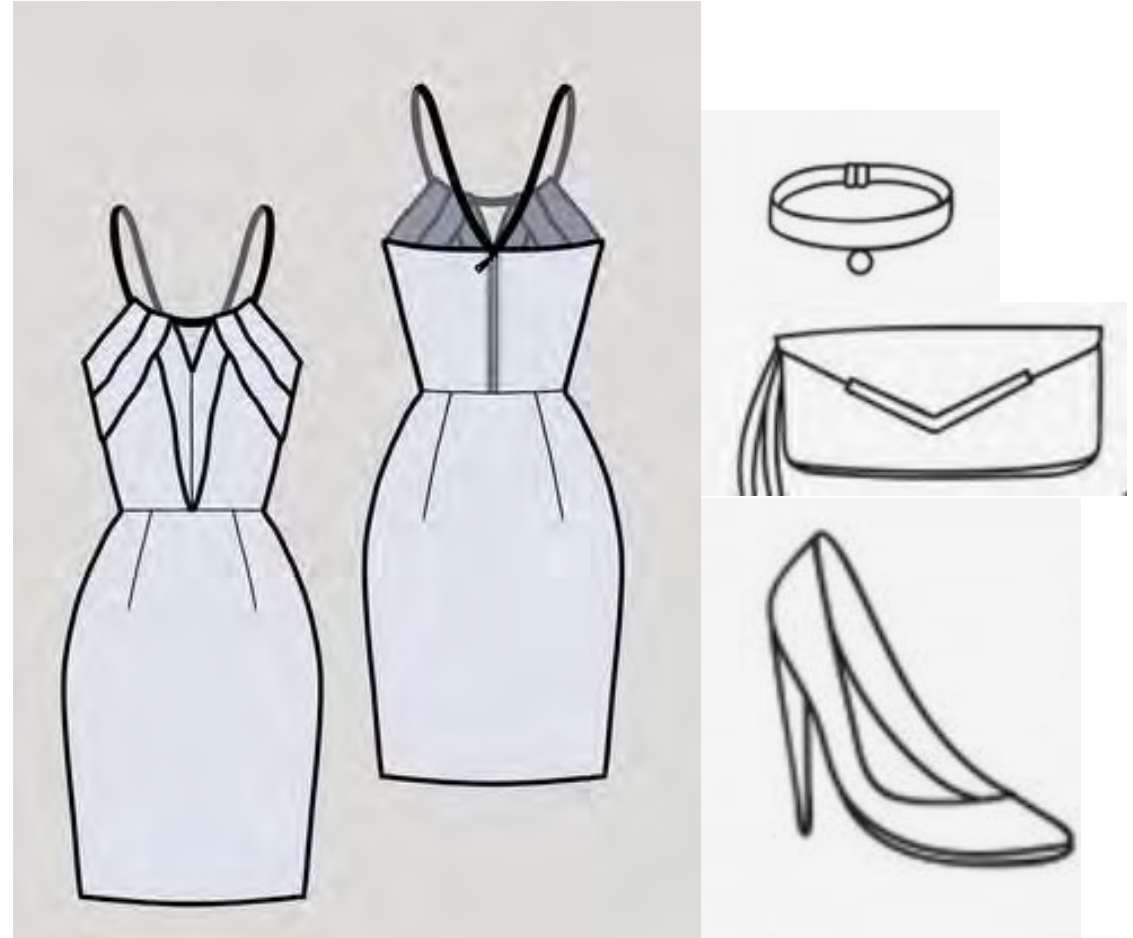


Sketch 1

- Minimal jewelry detail with a touch of basic white jeans and knit jacket match with signature Skims' sculpting bodysuit from Skims. This outfit is perfect for a cool weather.

Sketch 2

- Mini dresses that allow you to take prominent pictures on the platform are simple and elegant. It is a dress like a SKIMS product that emphasizes the line of the body and is more comfortable to wear.





Sketch 3

- This product is a basic and classic item that can be used every year. Minimalism doesn't carry too much, and the bag is mini size.

