

UNIQUE **S**TYLE **P**LATF**O**RM  
ESSENTIAL INSPIRATION FOR CREATIVE MINDS

FENDI

SKIMS

**USP INSPIRE:**  
COLLABORATIVE COLOUR





The launch of the new **Fendi x Skims** capsule collection sees **Kim Jones** and **Kim Kardashian West** collaborate on a range of clothing, underwear and accessories, combining the aesthetics of both brands. A futuristic pop-up on Rodeo Drive, Los Angeles celebrates the release.

In first minute of the launch, the collection made \$1 million in sales. Here, we highlight the collaboration as a **key influence** on **fashion, beauty** and **homeware**.

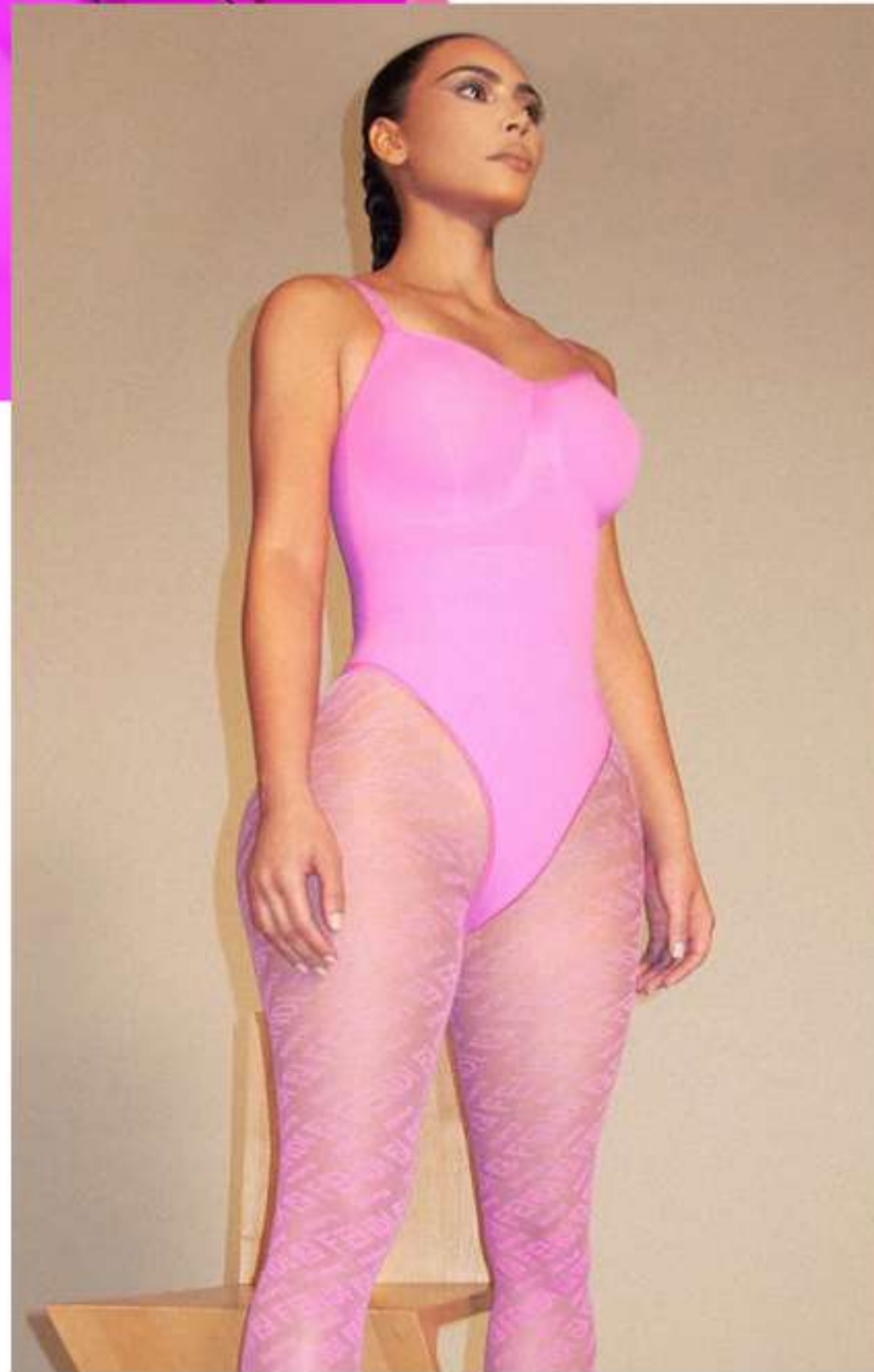
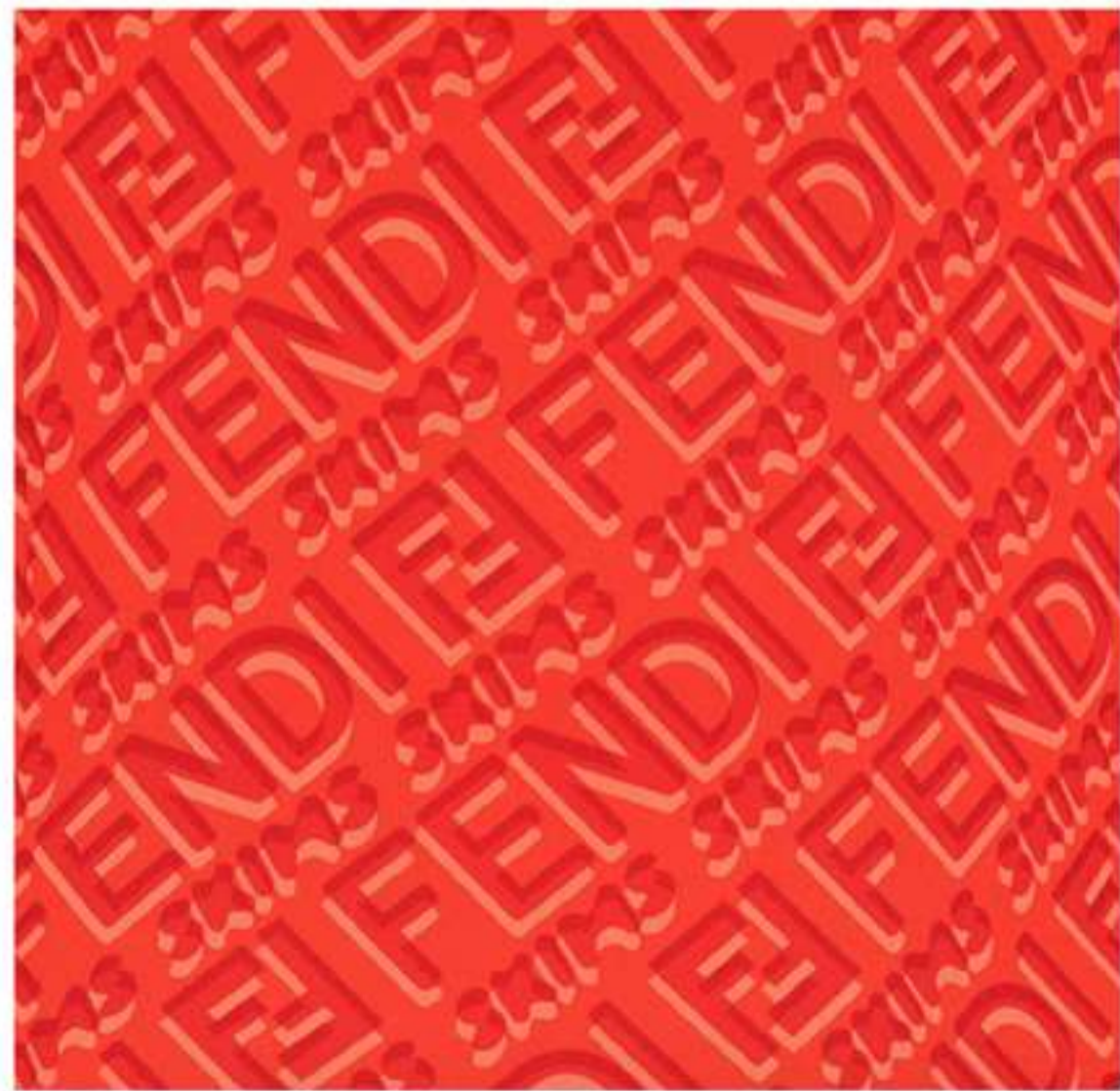
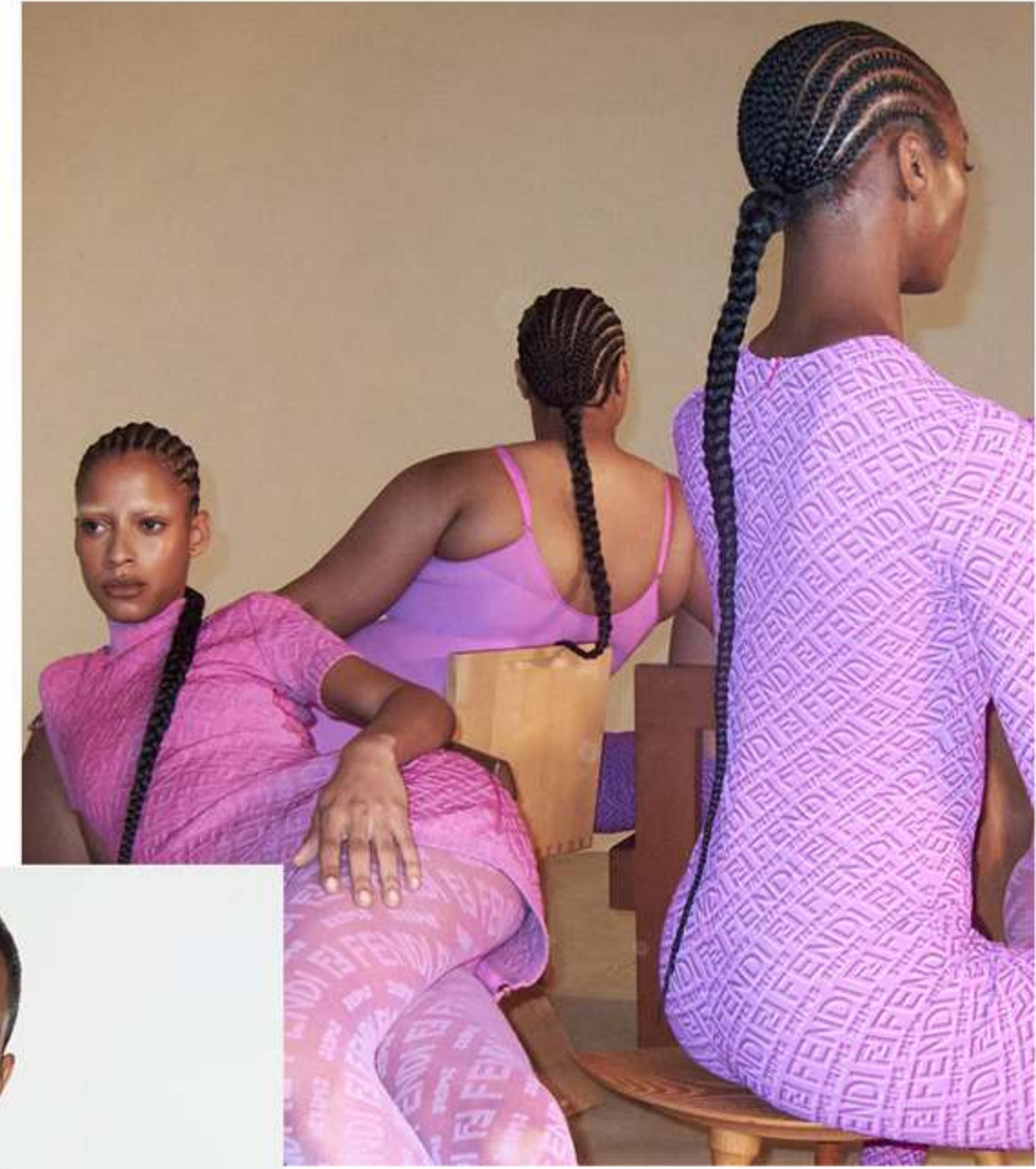
*"We share a desire to push boundaries, think differently, and challenge convention, which is why we found so much common ground collaborating on this collection together."*  
Kim Kardashian West.

The palette uses **bright fuchsia, lilac-pink** and stand-out **flame red** against sophisticated **warm and khaki neutrals**, all of which are set to inspire colour across all divisions.



# USP INSPIRE: COLLABORATIVE COLOUR

# MOOD

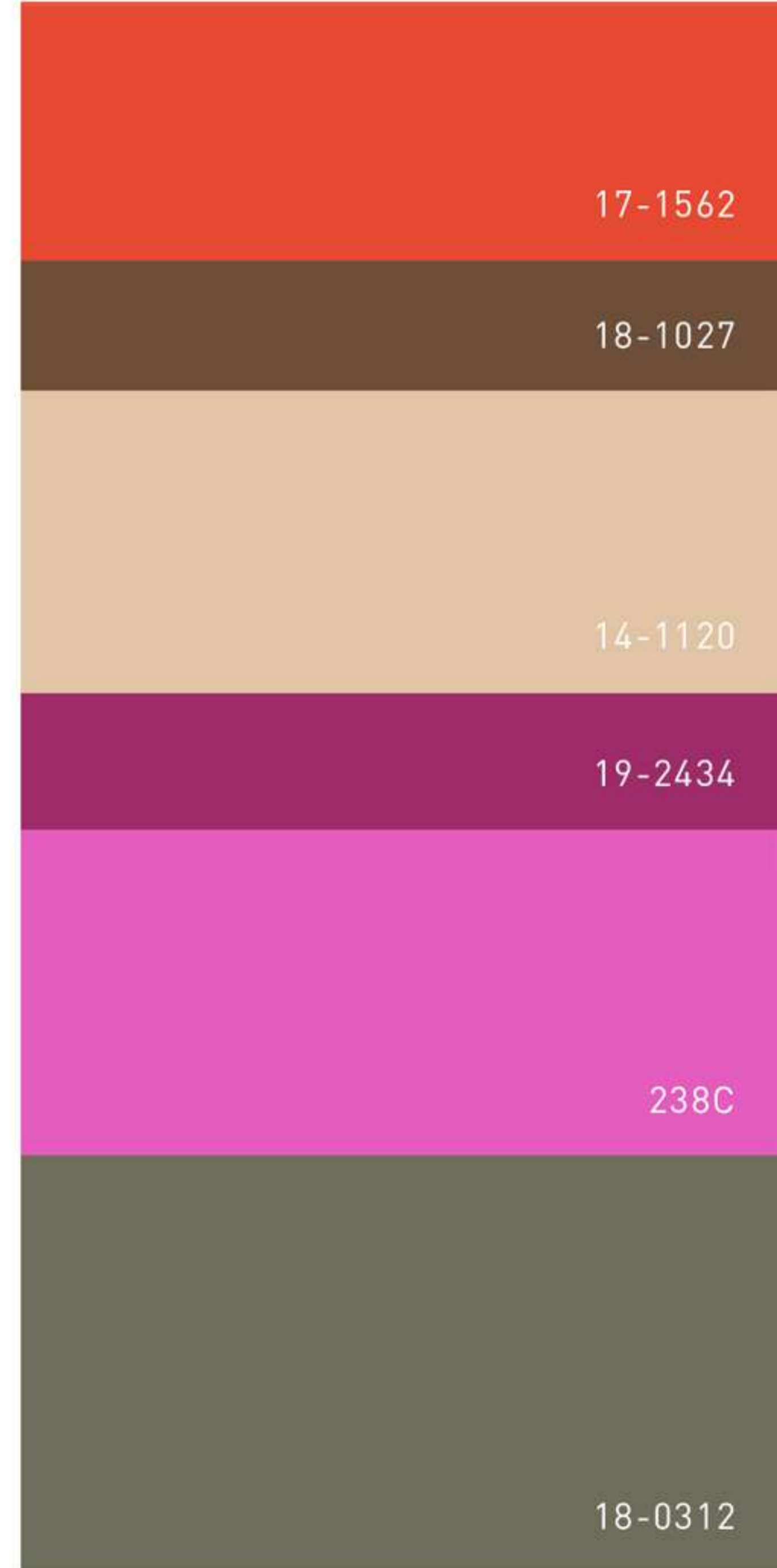


Be inspired by figure-hugging bodysuits and textural monogram prints for fashion and accessories, whilst interiors are futuristic and minimal



# USP INSPIRE: COLLABORATIVE COLOUR

# COLOUR



Be inspired by a palette of warm neutrals and khaki tones dominated by pops of bright fuchsia, magenta and hot flame