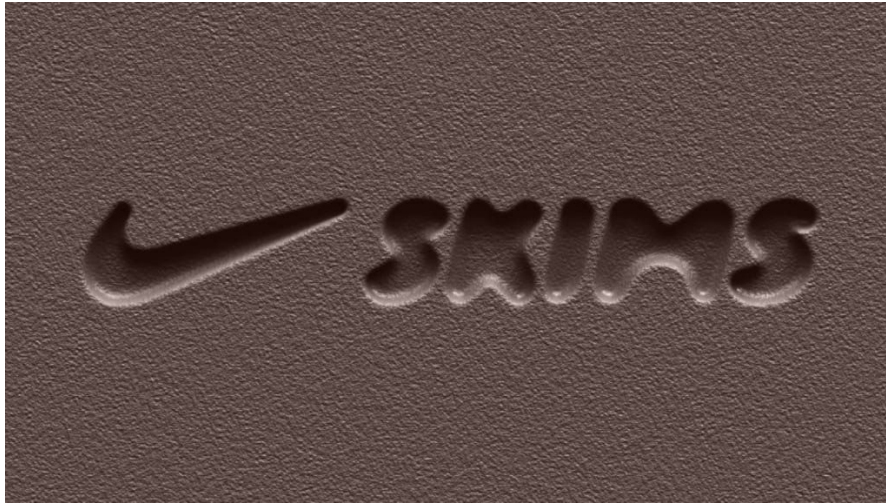


NikeSkims Launches Debut Apparel Collection with Athlete-Fronted Campaign

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On September 22, 2025, Nike and Skims introduced their inaugural apparel line, NikeSkims, marking the beginning of a new brand that merges Nike's performance expertise with Skims' solutions-driven approach to women's activewear.

A Comprehensive Collection

The debut collection comprises 58 pieces across seven sub-collections: three core lines—Matte, Shiny, and Airy—and four seasonal assortments—Vintage Seamless, Matte Tricot, Weightless, and Shiny Nylon. Designed to transition seamlessly from studio to gym and beyond, the pieces offer over 10,000 mix-and-match combinations. Therefore color palette includes black, maroon, grey, and brown, with sizes ranging from 2XS to 4XL. Key features include sweat-wicking materials, sculpting fits, and breathable knits, with accessories like gym bags and yoga mats also available.

“Bodies at Work” Campaign

The launch is supported by the “Bodies at Work” campaign, directed by Janicza Bravo and photographed by Luis Alberto Rodriguez and Rob Woodcox. The campaign features over 50 athletes from Nike's portfolio, including Jordan Chiles, Romane Dicko, Beatriz Hatz, Chloe Kim, Nelly Korda, Sha'Carri Richardson, Madisen Skinner, Serena Williams, and Skims co-founder Kim Kardashian. Thus campaign emphasizes empowerment and functionality, celebrating the strength and power of women athletes.

Availability and Pricing

The NikeSkims collection is available for purchase starting September 26, 2025, on Nike and Skims websites. Prices range from \$20 for accessories to \$148 for high-end items like a sporty onesie. Due to high demand, the collection is expected to sell out quickly.

Industry Impact

NikeSkims aims to redefine women's activewear by combining performance and style in a way that has not been done before. The collaboration brings together two leaders in sport and culture.

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