

NikeSkims Launches First-Ever Footwear With the NikeSkims Rift

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NikeSkims — the high-profile collaboration between Nike and Kim Kardashian’s Skims — is officially entering the footwear arena with the launch of its first shoe, the **NikeSkims Rift**. The new silhouette marks a major expansion for the brand, which has previously focused on apparel and accessories since its debut in 2025.

The NikeSkims Rift will be available in North America starting **January 26, 2026**, both online and in select U.S. retail locations, priced at **\$150**.

A Reinvented '90s Classic

The NikeSkims Rift reimagines one of Nike’s most iconic designs — the **Nike Rift**, originally introduced in the 1990s — blending performance heritage with the bold, minimalist design ethos that defines NikeSkims.

Key features of the updated silhouette include:

- **Tabi-style split toe**, a signature element of the original Rift
- **Single midfoot strap** for secure, easy closure
- **Pared-back midsole** nodding to barefoot-style movement
- **Textured outsole** showcasing logo detail

These design elements work together to deliver a sleek, streamlined sneaker that bridges athletic utility with contemporary fashion.

Colorways and Aesthetic

At launch, the NikeSkims Rift Mesh will be offered in three neutral yet distinctive colorways:

- **Black**
- **Velvet Brown**
- **Archaeo Brown**

This palette reflects NikeSkims’ focus on versatile, understated tones that pair seamlessly with both activewear and everyday street style.

Creative Vision Behind the Rift

Skims co-founder **Kim Kardashian** described the project as a meeting point between performance heritage and refined design. She said that the aesthetic inspiration was partly drawn from the elegance of ballet flats — an influence that helped shape the Rift's minimalist yet flattering look.

“The Rift isn't just a shoe — it's a '90s icon that women everywhere have fallen in love with,” Kardashian explained, noting that the collaboration focused on creating a version that feels both modern and sleek.

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