

## Paris Welcomes NikeSkims for Exclusive Retail Launch

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In a strategic move to introduce its co-created brand to global audiences, NikeSkims — the much-anticipated collaboration between **NIKE, Inc.** and **SKIMS** — has chosen **Paris as the launch city for its first international pop-up experience**. The limited-duration space is set to open at **10 Rue de Turenne in the city's historic Marais district** from **February 3 to 8, 2026**, marking the brand's debut physical retail activation outside of its initial U.S. rollout.

NikeSkims represents a high-profile fusion of Nike's performance-driven sportswear expertise with SKIMS's fashion-forward, body-inclusive design ethos — a venture that aims to reshape how women's activewear is created and experienced globally. The pop-up gives visitors a first-hand look at select pieces from the new brand, offering an immersive environment designed to showcase key apparel, footwear, and accessory styles ahead of broader international expansion this year.

The Paris activation taps into the city's reputation as a global fashion capital, strategically positioning NikeSkims at the intersection of sport and style. Industry observers see the pop-up as a way to generate buzz in European markets ahead of the brand's more comprehensive retail rollout planned throughout 2026.

The NikeSkims initiative aligns with Nike's broader corporate strategy to strengthen its connection with female consumers and increase its share in the women's activewear market — an area where competitors such as Lululemon and Athleta have gained ground. Launched through a partnership first announced in early 2025, the brand pairs Nike's technological innovation with SKIMS's celebrated approach to fit and comfort, targeting both performance-oriented athletes and lifestyle consumers.

Paris visitors during the pop-up period can expect curated brand experiences, exclusive product previews, and interactive showcases designed to highlight the versatility of NikeSkims pieces — from training essentials to everyday athleisure wear. The pop-up's choice of location underscores the brand's intent to merge athletic functionality with contemporary European fashion sensibilities.

As NikeSkims continues its global expansion, this Paris pop-up is more than a temporary retail space — it is a statement of intent for a brand that aims to redefine activewear with performance, inclusivity, and design at its core.

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