



SKIMS

**ATHLETES ARE TAUGHT TO PUSH
THEIR BODIES PAST COMFORT
ZONES, BUT TRUE STRENGTH IS
FUELED BY COMFORT.**

01_CAMPAIGN IDEA & EXECUTION

BRAND IDEA

SECOND SKIN. FIRST PLACE.

SKIMS is the second skin that strengthens the first, contouring to every motion, flexing with every stride, and fueling the confidence that turns good athletes into great ones. Because when skin is free to move without limits, the body follows.

BRAND EXECUTION

SPRAY(CAN)

Inspired by **Fabrican** technology, the Spray(can) activation features a first-of-its-kind performance wear experience where athletes and consumers step into a futuristic spray station to have SKIMS applied directly onto their body in a **liquid-to-fabric transformation**—then immediately put it to the test in an intense movement challenge.



1

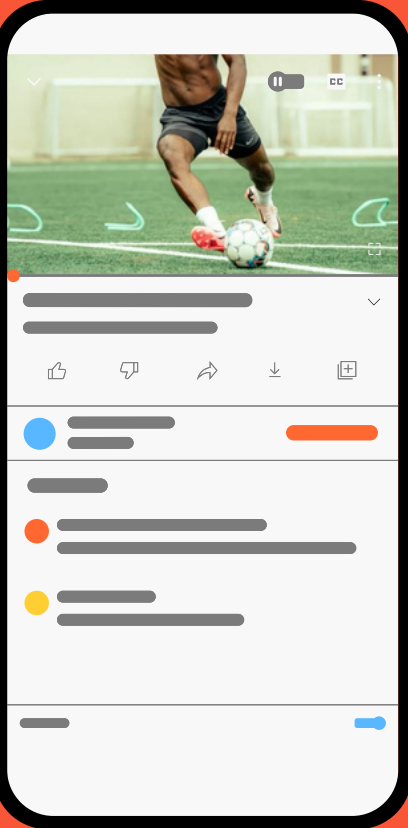
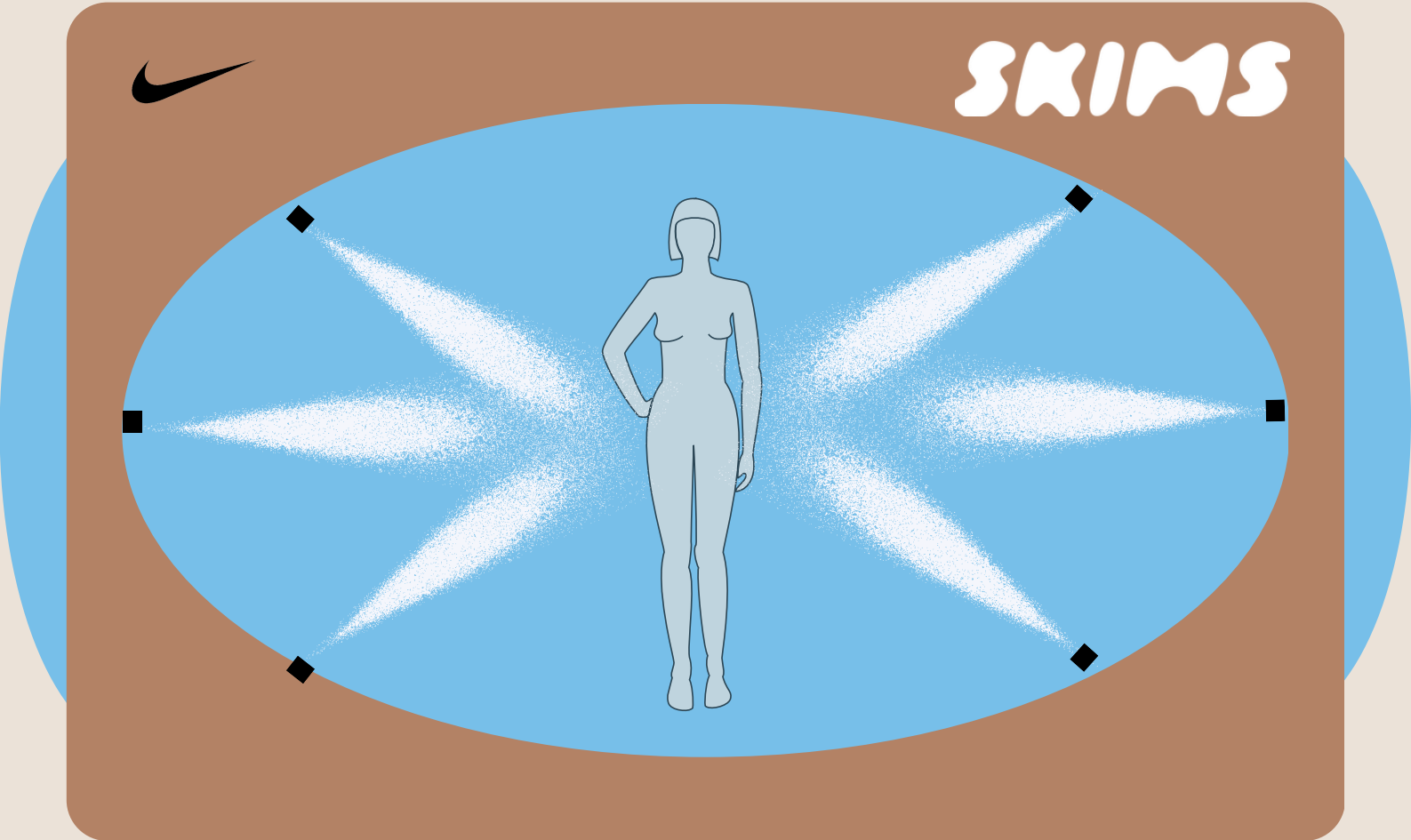
SPRAY.
Visitors enter a sleek, lab-like chamber where specialists spray a customized SKIMS layer onto their legs, arms, or torso using a specially formulated, stretchable, breathable, and skin-safe textile spray.

2

DRY.
The formula dries instantly, forming a weightless, flexible "second skin" layer, mimicking SKIMS compression leggings, sleeves, gloves, or tops.

3

DO.
Participants immediately put their sprayed-on SKIMS to the test in a Nike-designed movement challenge.



#SKIMSSPRAY(CAN)

02_CAMPAIGN IDENTITY & DESCRIPTORS

**STRENGTH IS
FUELED BY
COMFORT.**



**LAYERS SUPPORT
A STRONG
FOUNDATION**

**COMFORT COMES
IN LAYERS**

DESCRIPTORS

Skin. A force of nature—built to endure, to feel, to fight. It expands with every deep inhale, tightens with every explosive push, and bears the weight of every hard-fought victory. It tells the story of resilience in every scar, every bead of sweat, every goosebump before the starting gun.

Skim. To move with precision, power, and an almost impossible lightness—the mark of those who master their bodies and their sport. SKIMS is built for this kind of movement, a second skin that lets athletes push higher, stretch further, and move without limits. Because true greatness isn't weighed down—it skims.

SUBCUTANEOUS

situated or applied under the skin



TENSILE

relating to tension; capable of being drawn out or stretched

THERMO REGULATION

the body's ability to maintain a stable internal temperature.



ELASTIN

a protein that provides elasticity to skin and muscles throughout the body



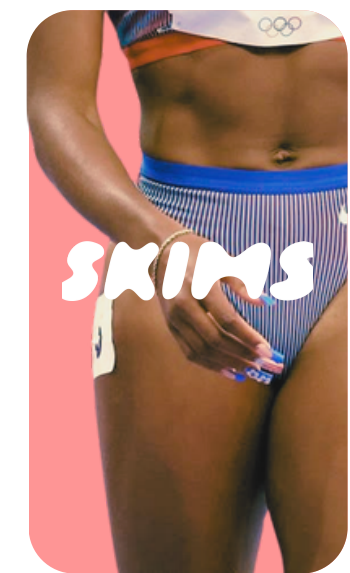
JUST BENEATH.

directly under or below something

SURFACE LEVEL.

related to the outermost layer

03_VISUAL IDENTITY





SKIM



**SKIM
OVER**



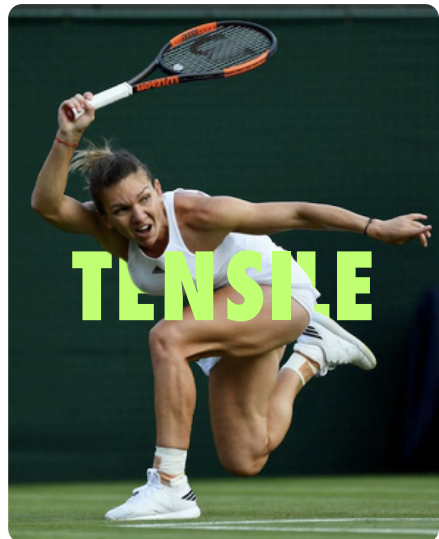
**SKIM
THROUGH.**



SKIM OFF THE TOP.



SUBCUTANEOUS



TENSILE



**SKIM
OFF-THE-LEVEL**



THERMOREGULATION