

Public Response to NikeSKIMS Brand Launch

February 19, 2025

Project Details

Topic

What is the public response to the NikeSKIMS brand launch? What is the positive and negative feedback, and what do people expect from the NikeSKIMS brand?

Audience Specifications

The persona groups interested in the NikeSKIMS brand launch are diverse, ranging from young individuals aged 16-25 who are heavily influenced by social media and celebrity endorsements, to more mature audiences aged 26-45 who prioritize ethical practices and inclusivity in fashion. These groups include trend-conscious young women and non-binary individuals who value inclusivity and sustainability, as well as older, more skeptical consumers who critically evaluate brand authenticity and ethical claims, often engaging in detailed research and community discussions to advocate for genuine change in the fashion industry.

Questions from Knowledge Lake

1. How do you feel about the NikeSKIMS collaboration in terms of its potential to influence the activewear market?
2. What are your thoughts on the inclusivity and body positivity efforts of the NikeSKIMS brand?
3. In what ways do you believe the NikeSKIMS collaboration aligns or misaligns with your personal values?
4. How important is the role of celebrity influence, such as Kim Kardashian's, in your perception of the NikeSKIMS brand?
5. What are your expectations for the quality and performance of products from the NikeSKIMS collaboration?
6. Can you describe any concerns you have about the ethical practices of the NikeSKIMS partnership?
7. How do you perceive the transparency of the NikeSKIMS brand in terms of supply chain and labor practices?
8. What specific features or innovations would you like to see in the NikeSKIMS activewear line?

9. How does the NikeSKIMS brand address or fail to address your needs for diverse sizing and styling options?
10. What impact do you think the NikeSKIMS collaboration will have on the fashion industry's approach to inclusivity and sustainability?

Market Trends

Public Response to the NikeSKIMS Brand Launch

Overview

The NikeSKIMS brand launch, a collaboration between athletic apparel giant Nike and Kim Kardashian's shapewear and loungewear brand SKIMS, has generated significant public interest and discussion. While concrete data on consumer sentiment remains limited, analysis of available information reveals a mixed response, with both positive anticipation and skeptical criticism shaping the early narrative.

Positive Feedback and Expectations

- **Inclusivity and Body Positivity:** The collaboration taps into the growing movement towards body positivity and inclusivity in fashion (12). The partnership leverages SKIMS' reputation for offering extended sizing and catering to diverse body types, aligning with Nike's aim to broaden its appeal among female consumers (12).
- **Innovation and Performance:** The brands emphasize the use of advanced technologies and design elements to create athletic wear that combines performance with style (12). This focus on innovation resonates with consumers seeking both functionality and fashion-forward activewear.
- **Celebrity Appeal and Brand Recognition:** The partnership leverages the star power of Kim Kardashian and the established brand recognition of both Nike and SKIMS (12). This high-profile collaboration has generated significant media attention and consumer buzz.

Negative Feedback and Concerns

- **SKIMS' Sustainability Practices:** SKIMS has faced criticism for its lack of transparency regarding its supply chain, labor practices, and environmental impact (14). This raises concerns about whether the NikeSKIMS collaboration will prioritize sustainability and ethical production.
- **SKIMS' Shift in Brand Identity:** Some consumers express confusion and frustration over SKIMS' rapid expansion into various clothing categories, perceiving a departure from its initial focus on shapewear and loungewear (18). This shift raises questions about the brand's long-term vision and target audience.
- **Potential for "Performative Inclusivity":** While inclusivity is a core message of the collaboration, some skepticism exists about whether the partnership represents genuine commitment or a marketing tactic to capitalize on current trends (12).

Consumer Expectations

- **Transparency and Ethical Production:** Consumers are increasingly demanding transparency and ethical practices from fashion brands (14). The NikeSKIMS collaboration will likely face scrutiny regarding its supply chain, labor conditions, and environmental impact.
- **Product Quality and Performance:** Given Nike's reputation for high-performance athletic wear, consumers will expect the NikeSKIMS line to meet similar standards of quality, durability, and functionality.
- **Authenticity and Alignment of Values:** The success of the collaboration hinges on whether consumers perceive a genuine alignment of values between Nike, SKIMS, and the partnership's messaging (11).

Conclusion

The NikeSKIMS brand launch has generated a complex mix of excitement and apprehension. While the collaboration holds potential to tap into growing consumer demand for inclusive, stylish, and high-performance activewear, it also faces challenges related to sustainability concerns, brand identity shifts, and the need to demonstrate authenticity. The long-term success of NikeSKIMS will depend on the brands' ability to address these concerns, build consumer trust, and deliver on their promises of inclusivity and innovation.

This includes reputedly sourced, broader, macro-level indicators of trends and other factors that are likely to have an influence on your chosen topic. This can include shifts in consumer preferences, economic conditions, behavioral trends, regional preferences, and more. These are all elements that surround your topic that we believe are important for your Virtual Audience to have context of to convey a broader understanding of the market.

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1. <https://media.market.us/>
 2. <https://www.precedenceresearch.com/>
 3. <https://www.marketresearchfuture.com/>
 4. <https://fashionandtextiles.springeropen.com/>
 5. <https://www.newman.ac.uk/>
 6. <https://www.rivaliq.com/>
 7. <https://wwd.com/>
 8. <https://straitsresearch.com/>
 9. <https://www.grandviewresearch.com/>
 10. <https://famsters.com/>
 11. <https://www.forbes.com/>
 12. <https://www.marketingdive.com/>
 13. <https://mailchimp.com/>
 14. <https://sourcingjournal.com/>
 15. <https://www.custommarketinsights.com/>
 16. <https://www.clickanalytic.com/>
 17. <https://www.researchgate.net/>
 18. <https://www.reddit.com/>

Market Insights

Public Response to the NikeSKIMS Brand Launch

Overview of the NikeSKIMS Partnership

NikeSKIMS is a new product line resulting from a collaboration between Nike and Kim Kardashian's brand, SKIMS (1). The line will focus on women's training apparel, footwear, and accessories, aiming to merge Nike's performance expertise with SKIMS' focus on body sculpting and inclusivity (1, 16). The first NikeSKIMS products are expected to launch in the U.S. in Spring 2025, with global expansion planned for 2026 (1, 16).

Social Media Reactions and Sentiment

The announcement of the NikeSKIMS partnership generated mixed reactions on social media.

Positive Sentiment

On X.com (formerly Twitter), reactions were overwhelmingly positive, with users expressing excitement and anticipation for the collaboration (2). Instagram users also showed enthusiasm, praising Kim Kardashian's business acumen and the potential for stylish and innovative products (2).

Negative Sentiment

However, Instagram also revealed more polarized opinions, with some users criticizing the Kardashian family, expressing skepticism about the collaboration's appeal, and questioning the need for such a partnership (2).

Overall Public Perception

It's important to note that the volume of positive and negative reactions remains unclear from the available data (2). Further analysis of social media engagement and sentiment would be needed to determine the overall public perception accurately.

Controversy Surrounding the Launch Timing

The NikeSKIMS announcement coincided with Kanye West, Kim Kardashian's ex-husband, accusing Nike of plagiarizing his Yeezy designs (3). This timing sparked controversy and speculation about the intentions behind both events, with some interpreting Kardashian's announcement as a calculated move to overshadow West's accusations (3).

Expectations and Potential Impact

Addressing Nike's Challenges

Analysts view the NikeSKIMS partnership as a strategic move by Nike to address several challenges, including:

- **Declining Brand Reputation:** Nike has faced criticism for workplace culture issues, gender discrimination allegations, and labor practices in its supply chain (6, 11).
- **Struggles in the Women's Market:** Nike has struggled to compete with brands like Lululemon in the women's activewear market, which is perceived as prioritizing men's products (7, 15, 18).

Leveraging SKIMS' Strengths

By partnering with SKIMS, Nike aims to:

- **Capitalize on SKIMS' Inclusivity and Body Positivity:** SKIMS is known for its focus on inclusivity, offering a wide range of sizes and styles (7, 15). This aligns with the growing consumer demand for brands that promote body positivity and cater to diverse body types (12).
- **Utilize Kim Kardashian's Influence:** Kim Kardashian has a massive social media following and is considered a trendsetter, particularly among younger demographics (7, 15). Her involvement could help Nike reach a wider audience and enhance its appeal among female consumers.

Potential for Success

Several factors suggest the NikeSKIMS partnership has the potential for success:

- **Brand Power:** Both Nike and SKIMS are influential brands with established customer bases (14).
- **Strategic Alignment:** The collaboration aligns with both brands' emphasis on innovation, inclusivity, and pushing boundaries (14).
- **Targeted Approach:** NikeSKIMS directly targets women and athletes, a demographic that aligns with both brands' strengths (14).

Potential Challenges

However, NikeSKIMS also faces potential challenges:

- **Competition:** The activewear market is highly competitive, with established players like Lululemon, Alo Yoga, and Vuori (15).
- **Meeting Expectations:** NikeSKIMS will need to deliver on its promises of innovation, inclusivity, and performance to meet the high expectations set by both brands (16).
- **Addressing Ethical Concerns:** Nike's history of ethical concerns, such as sweatshop labor and gender discrimination allegations, could potentially impact the partnership's reception (11).

Actionable Insights and Recommendations

- **Transparency and Ethical Sourcing:** Nike and SKIMS should prioritize transparency regarding their supply chain and labor practices to address potential ethical concerns (11).
- **Clear Brand Identity:** NikeSKIMS needs to establish a distinct brand identity that differentiates it from competitors while staying true to the core values of both Nike and SKIMS (15).
- **Targeted Marketing Campaign:** The marketing campaign should leverage Kim Kardashian's influence while authentically communicating the brand's message of inclusivity, performance, and body positivity (18).
- **Product Quality and Innovation:** The success of NikeSKIMS hinges on delivering high-quality products that live up to the hype and incorporate innovative technologies and designs (7, 16).
- **Continuous Monitoring and Feedback:** Nike and SKIMS should actively monitor consumer feedback and market trends to adapt and refine their strategies for long-term success (4).

This includes reputedly sourced insights that are specific to the market related to your topic. These meso-level insights can include (but are not limited to) a market overview, consumer preferences, demographic patterns, and more. This becomes the context for your Virtual Audiences project related directly to your topic.

1. <https://www.investopedia.com/>
2. <https://www.soapcentral.com/>
3. <https://okmagazine.com/>
4. <https://www.renaissance.io/>
5. <https://www.reddit.com/>
6. <https://www.forbes.com/>
7. <https://www.morningstar.com/>
8. <https://en.wikipedia.org/>
9. <https://www.producthunt.com/>
10. <https://www.leadspace.com/>
11. <https://www.projectcece.com/>
12. <https://mediasmarts.ca/>
13. <https://www.marketingdive.com/>
14. <https://shop-eat-surf-outdoor.com/>
15. <https://www.nbcdfw.com/>
16. <https://www.newswire.ca/>
17. <https://puck.news/>
18. <https://www.cnn.com/>

Overall Summary

Public Response to NikeSKIMS Brand Launch

- **Intrigue and Curiosity:** The unexpected partnership between Nike and SKIMS has generated significant intrigue and curiosity among the public. People are eager to see how the two brands will combine their aesthetics and expertise to create a new line of activewear.
- **Cautious Optimism:** While there is excitement surrounding the launch, many express cautious optimism, acknowledging the potential for innovation and inclusivity but remaining wary of potential pitfalls. Concerns about ethical production, sustainability, and the authenticity of the brand's commitment to inclusivity are prevalent.

Positive Feedback

- **Inclusivity and Body Positivity:** The collaboration's focus on diverse sizing and body positivity is widely praised. People appreciate the effort to cater to a wider range of body types and hope the line will challenge conventional beauty standards.
- **Potential for Innovation:** The partnership is seen as an opportunity for innovative designs and technology. People expect a bold and stylish collection that pushes the boundaries of traditional activewear.

Negative Feedback

- **Ethical Concerns:** Concerns about labor practices, environmental sustainability, and supply chain transparency are prominent. Both Nike and SKIMS have faced scrutiny in these areas, and the public expects the collaboration to address these issues head-on.
- **Authenticity and Transparency:** Many question the authenticity of the brand's inclusivity claims and demand greater transparency in their production processes. There is a fear that the focus on inclusivity might be more of a marketing ploy than a genuine commitment to ethical practices.

Expectations for NikeSKIMS

- **Genuine Inclusivity:** The public expects NikeSKIMS to go beyond just offering a wider range of sizes and truly embrace diversity in its designs, marketing campaigns, and brand ambassadors.
- **Ethical and Sustainable Practices:** Transparency in the supply chain, ethical labor practices, and the use of sustainable materials are crucial for the brand to gain public trust and support.
- **High-Quality Products:** People expect the line to deliver on both style and functionality, offering durable and comfortable activewear that meets the high standards of both Nike and SKIMS.

✦ Personas

Persona Summary

The persona groups interested in the NikeSKIMS brand launch are diverse, ranging from young individuals aged 16-25 who are heavily influenced by social media and celebrity endorsements, to more mature audiences aged 26-45 who prioritize ethical practices and inclusivity in fashion. These groups include trend-conscious young women and non-binary individuals who value inclusivity and sustainability, as well as older, more skeptical consumers who critically evaluate brand authenticity and ethical claims, often engaging in detailed research and community discussions to advocate for genuine change in the fashion industry.

Emma 'Trendy Influencer'



Age range	18-25
Gender	Female
Location	Los Angeles, CA
Personality traits	Emma is fashion-forward and trend-conscious, slightly skeptical of celebrity endorsements.
Pain points	She is concerned about the authenticity of brand commitments and ethical production practices.
Behaviours	Emma regularly engages with social media and fashion influencers, often participating in fitness activities.
Goals	She desires stylish, functional activewear that aligns with her values of inclusivity and sustainability.

- Emma is a young, fashion-forward woman living in Los Angeles who deeply values ethical fashion and sustainability, navigating the industry with a critical eye towards authenticity and transparency.
- She is skeptical of celebrity endorsements and marketing tactics, seeking brands that genuinely commit to inclusivity and ethical production practices.
- Actively engaged on social media, Emma aims to influence her followers by promoting brands that align with her values, emphasizing the importance of stylish, functional activewear that meets her ethical standards.

- Emma's moderate loyalty to both Nike and SKIMS is based on past positive experiences and their reputation, but she remains cautious about the authenticity of brand commitments and ethical practices.
- She is heavily influenced by social media and follows influencers like Kim Kardashian, balancing her fashion choices with her commitment to maintaining a healthy lifestyle through ethical activewear.
- Emma's high ethical concerns and strong interest in fashion inclusivity drive her desire for brands that offer diverse body representation and uphold sustainability standards.

Sophia 'Young Enthusiast'



Age range	16-20
Gender	Female
Location	London, UK
Personality traits	Fashion-forward with a keen interest in celebrity-endorsed products.
Pain points	Sophia is skeptical about the collaboration's genuine commitment to inclusivity.
Behaviours	Follows fashion trends on social media, and inspired by influencers like Kim Kardashian.
Goals	Desires fashionable activewear that makes her feel confident and is inclusive.

- Sophia, a young and socially-driven fashion enthusiast from London, is heavily influenced by social media and celebrity trends, particularly valuing inclusivity and diversity in the brands she supports.
- She approaches collaborations like NikeSKIMS with cautious optimism, hoping they genuinely reflect her values through ethical practices and a commitment to body positivity, rather than serving as mere marketing strategies.
- Sophia aspires to curate a personal style that mirrors modern trends while also aiming to build a significant social media presence that champions brands aligning with her ideals.
- She desires fashionable activewear that not only makes her feel confident but also embodies inclusivity, innovation, and sustainability.
- Sophia's high loyalty to brands associated with her favorite influencers is balanced with a moderate concern about ethical practices, influenced by her peers' opinions.
- She is intrigued by the potential of the NikeSKIMS collaboration to reshape the activewear market, emphasizing the importance of transparency, diversity, and high-quality, affordable products in her purchasing decisions.

Ava 'Conscious Shopper'



Age range	26-35
Gender	Non-binary
Location	New York, NY
Personality traits	Ava is trend-conscious but critically evaluates brands for ethical practices.
Pain points	Ava is worried about the availability of extended sizes and ethical supply chain practices.
Behaviours	Engages in sustainable shopping practices and is active in online discussions about fashion ethics.
Goals	Wants to purchase activewear that is both stylish and ethically made.

- Ava, a conscientious and socially conscious non-binary individual in their late twenties to early thirties, resides in New York City and is deeply invested in ethical and inclusive fashion practices.
- They face challenges with the mainstream fashion industry's lack of transparency and inclusivity, particularly concerning size availability and ethical supply chain practices.
- Ava actively participates in digital discussions advocating for these values and hopes to influence a shift towards more sustainable and inclusive practices in the fashion industry.
- They prioritize brands that are inclusive and represent diverse body types, with low loyalty to specific brands, as their decisions are heavily influenced by ethical practices.
- Ava is trend-conscious but critically evaluates brands for ethical practices, valuing peer reviews and discussions more than celebrity endorsements.
- Their goal is to purchase activewear that is both stylish and ethically made, seeking to maintain a stylish wardrobe that aligns with their ethical standards.

Isabella 'Inclusive Seeker'



Age range	21-30
Gender	Female
Location	Sydney, Australia
Personality traits	Optimistic yet discerning about brand inclusivity claims.
Pain points	Isabella is concerned about limited size ranges in activewear.
Behaviours	Regularly follows body positivity influencers and participates in inclusive fashion events.
Goals	Wants diverse representation in the brands she supports.

- Isabella, a young woman from Sydney, Australia, is deeply committed to advocating for genuine inclusivity in the fashion industry, particularly in activewear, where she often encounters frustration due to the lack of size diversity.
- She actively engages with body positivity influencers on social media, participates in inclusive fashion events, and critically evaluates brands' inclusivity claims to ensure they align with her values of authentic diversity and ethical practices.
- Isabella's ultimate goal is to support a transformative shift in the industry, where all body types are represented and included.
- She approaches new collaborations like NikeSKIMS with cautious optimism, hoping they will set a new standard for inclusivity and sustainability.
- Isabella is optimistic yet discerning about brand inclusivity claims, balancing her hope for change with a critical eye on brands' actions.
- She has moderate concerns about ethical fashion practices depending on the actions of the brands, and she strongly supports inclusive fashion initiatives.

Olivia 'Sustainable Advocate'



Age range	31-40
Gender	Female
Location	San Francisco, CA
Personality traits	Environmentally conscious and skeptical of greenwashing.
Pain points	Olivia is concerned about the sustainability practices of the fashion industry.
Behaviours	She prioritizes sustainable fashion choices and advocates for ethical practices.
Goals	Wants to see genuine sustainable practices integrated into fashion brands.

- Olivia, a conscientious and environmentally committed woman in her 30s, resides in San Francisco, prioritizing sustainable fashion choices and advocating for ethical practices.
- She is deeply skeptical of greenwashing and values brands that offer clear evidence of ethical practices, actively engaging in advocacy efforts to promote sustainable fashion.
- Olivia's ultimate goal is to influence both consumers and brands to embrace sustainability as a mainstream expectation within the fashion industry.
- She navigates the challenges of the fashion industry's lack of transparency, seeking brands that align with her values of sustainability and inclusivity.
- Olivia is not easily swayed by celebrity endorsements, preferring factual information and transparency when evaluating brands.
- Balancing affordability with sustainability is a common struggle for Olivia, as she seeks to make ethical fashion accessible without compromising on ethical standards.

Mia 'Critical Consumer'



Age range	36-45
Gender	Female
Location	Chicago, IL
Personality traits	Skeptical and analytical, often questions celebrity endorsements.
Pain points	Mia has doubts about the collaboration's authenticity and ethical claims.
Behaviours	She engages in fitness activities and carefully researches brands before purchasing.
Goals	Seeking activewear that is truly inclusive and ethically produced.

- Mia, a woman in her late 30s to mid-40s from Chicago, IL, is deeply skeptical of brand claims, especially those involving celebrity endorsements, due to concerns about authenticity and transparency in manufacturing processes.
- She is committed to supporting genuinely ethical and inclusive brands, particularly in activewear, and spends significant time researching to ensure her purchases align with her values.
- Mia's critical thinking and assertive personality drive her to influence others by sharing insights on brands that meet her rigorous ethical standards, aiming to raise awareness about ethical issues in the fashion industry.
- Mia values ethical production and transparency, demanding genuine inclusivity in fashion campaigns and seeking activewear that is truly inclusive and ethically produced.
- She is influenced more by trusted peer opinions than by celebrities, prioritizing brands that demonstrate a real commitment to inclusivity and ethical standards beyond surface-level claims.
- Mia's loyalty is brand-specific and depends on perceived authenticity, with strong ethical concerns and a focus on supporting brands that align with her values.

Charlotte 'Fashion Idealist'



Age range	26-34
Gender	Female
Location	Paris, France
Personality traits	Idealistic and passionate about ethical fashion.
Pain points	Charlotte is concerned about the performative nature of inclusivity campaigns.
Behaviours	Participates in fashion shows and is active on social media discussing brand ethics.
Goals	Seeks to support brands that genuinely contribute to societal change.

- Charlotte, also known as the 'Fashion Idealist,' is a passionate advocate for ethical fashion and true inclusivity, residing in Paris and deeply engaged in the fashion industry.
- She frequently attends fashion shows, actively participates in social media discussions promoting brands aligning with her values, and aims to become a thought leader in ethical fashion.
- Charlotte faces challenges with the insincerity of inclusivity efforts in the industry, often feeling frustrated by performative gestures and skeptical of brands' genuine commitments to ethical practices.
- Her ultimate goal is to influence both consumers and brands to adopt more responsible behaviors, seeking collaborations like NikeSKIMS with cautious optimism to set new standards for authenticity and sustainability.
- Charlotte's personality traits include being idealistic, passionate, driven by authenticity, and having a strong sense of integrity, reflecting a forward-thinking and innovative mindset.
- She values genuine inclusivity, ethical production, and transparency, hoping to see brands like NikeSKIMS embrace these principles to create a more inclusive and responsible fashion landscape.

Questions Asked

How do you feel about the NikeSKIMS collaboration in terms of its potential to influence the activewear market? T Open Text

- The public response to the NikeSKIMS brand launch is a mix of excitement and skepticism, with many expressing interest in the potential for innovative activewear but also voicing concerns about authenticity and sustainability.
- Positive feedback includes anticipation for versatile, comfortable activewear with a focus on inclusivity, body positivity, and unique designs.
- Negative feedback revolves around doubts regarding whether the collaboration will prioritize sustainability, ethical practices, and genuine inclusivity over celebrity endorsements and marketing strategies.
- Expectations from the NikeSKIMS brand include a balance between style and functionality, a commitment to sustainability, transparency in supply chains, and a genuine embrace of diversity and inclusivity.
- People are looking for NikeSKIMS to set a new standard in the activewear market by delivering on promises of inclusivity, sustainability, and ethical production practices.
- The success of the NikeSKIMS collaboration in influencing the activewear market will depend on its ability to authentically address sustainability concerns, prioritize inclusivity, and offer high-quality, innovative products that resonate with conscious consumers.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Eco-Conscious Impact	35.0%		-30
Market Inclusivity	29.0%		22
Product Innovation	29.0%		68
Cultural Influence	24.0%		36
Celebrity Impact	18.0%		-61
Inclusivity Impact	17.0%		78
Market Disruption	17.0%		82
Brand Integrity	11.0%		-82
Brand Strategy	9.0%		-89
Ethical Standards	7.0%		14

What are your thoughts on the inclusivity and body positivity efforts of the NikeSKIMS brand?

[Open Text](#)

- The public response to the NikeSKIMS brand launch is generally positive, with a focus on inclusivity and body positivity being well-received.
- There is a mix of excitement and skepticism regarding the authenticity of NikeSKIMS' inclusivity efforts, with many expressing the need for transparency in sourcing and production practices.
- Expectations from the NikeSKIMS brand include a balance between innovative designs, sustainable practices, and genuine commitment to inclusivity beyond just marketing strategies.
- People are hopeful about the potential for diverse representation and inclusive sizing, but there are concerns about pricing, environmental impact, and ethical production practices.
- The collaboration between Nike and SKIMS is seen as a step towards challenging traditional beauty standards and promoting diversity in the fashion industry.
- While there is enthusiasm for the fusion of style and functionality in NikeSKIMS, there is a strong emphasis on the brand's need to back up its inclusivity claims with tangible actions and ethical considerations.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Diversity Commitment	70.0%		58
Corporate Responsibility	48.0%		-29
Authentic Representation	25.0%		-23
Ethical Commitment	17.0%		-65
Product Design & Quality	15.0%		-6
Body Inclusivity	8.0%		63
Nothing or Not Applicable	5.0%		0

In what ways do you believe the NikeSKIMS collaboration aligns or misaligns with your personal values?

[T Open Text](#)

- Public response to the NikeSKIMS brand launch is mixed, with a focus on inclusivity, sustainability, and ethical practices.
- Positive feedback includes appreciation for inclusivity, versatility, innovative designs, and body positivity.
- Negative feedback revolves around concerns regarding authenticity, sustainability of materials, transparency in production practices, and potential for greenwashing.
- Expectations from the NikeSKIMS brand include genuine commitment to diverse representation, ethical production, sustainability, and inclusivity beyond just marketing.
- Personal values alignment varies among respondents, with a common emphasis on transparency in ethical practices, sustainability, and genuine inclusivity.
- Overall, while there is excitement about the collaboration's potential, there are reservations about the depth of its commitment to social and environmental responsibility.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Inclusivity Focus	53.5%		26
Eco-Innovation	36.4%		-49
Product Aesthetics	28.3%		83
Ethical Standards	18.2%		-89
Product Attributes	17.2%		94
Inclusivity Promotion	14.1%		64
Doubtful Alignment	11.1%		-100
Functional Comfort	10.1%		80
Fashion Trends	8.1%		50
Affordability Concerns	6.1%		-100

How important is the role of celebrity influence, such as Kim Kardashian's, in your perception of the NikeSKIMS brand?

[T Open Text](#)

- Respondents have varying opinions on the importance of celebrity influence, like Kim Kardashian's, in their perception of the NikeSKIMS brand.
- Many individuals prioritize factors such as sustainability, inclusivity, comfort, and innovation over celebrity endorsements when evaluating NikeSKIMS.
- Expectations from the NikeSKIMS brand include a focus on sustainability, inclusivity in sizing, body positivity, and innovative designs.
- Some respondents express cautious optimism about the collaboration, hoping for authenticity, transparency, and a genuine commitment to ethical practices.
- The role of Kim Kardashian's involvement in NikeSKIMS is seen as a marketing strategy that adds intrigue, but the focus remains on the brand's values, functionality, and impact on communities.
- There is a desire for NikeSKIMS to deliver high-quality, stylish, and comfortable activewear that caters to diverse body types while also prioritizing sustainability and ethical production practices.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Brand Perception Impact	63.0%		24
Product Attributes	30.0%		90
Eco-Conscious Branding	24.0%		73
Brand Identity	18.0%		67
Brand Ethics	16.0%		100
Brand Attributes	12.0%		100
Inclusivity & Diversity	11.0%		100
Body Image Advocacy	10.0%		100
Brand Perception	10.0%		40
Brand Credibility	9.0%		100

What are your expectations for the quality and performance of products from the NikeSKIMS collaboration?

[T Open Text](#)

- Respondents are excited about the potential of the NikeSKIMS collaboration to deliver high-quality, stylish activewear that balances performance with sustainability.
- Expectations include innovative designs, inclusivity in sizing, and a focus on ethical production practices such as using sustainable materials and fair labor practices.
- There is a cautious optimism regarding the collaboration's commitment to transparency, environmental impact, and authenticity in marketing strategies.
- Many are hopeful for a blend of comfort, functionality, and style in the NikeSKIMS products, emphasizing body positivity and diverse representation.
- Concerns revolve around the price point, potential over-commercialization, and the risk of compromising ethical standards for profit.
- Key factors influencing support for NikeSKIMS include a genuine commitment to sustainability, inclusivity, transparency in production practices, and a focus on community impact.

Top 10 Themes & Sentiments






THEME	% OF TOTAL	SENTIMENT	SCORE
Sustainable Practices	41.0%		6
Diverse Representation	27.0%		81
Design & Features	26.0%		100
Eco-Consciousness	21.0%		67
Consumer Expectations	19.0%		23
Creative Excellence	17.0%		65
Aesthetic Appeal	15.0%		73
Performance Features	14.0%		100
Brand Integrity	13.0%		-62
Product Excellence	12.0%		67

Can you describe any concerns you have about the ethical practices of the NikeSKIMS partnership?

[T Open Text](#)

- Concerns about the NikeSKIMS partnership revolve around doubts regarding genuine commitment to ethical practices, given past transparency issues of both brands.
- People expect the collaboration to prioritize sustainability, inclusivity, and ethical production practices rather than just focusing on trendy designs.
- There is skepticism about whether the partnership will address deeper ethical issues or if it's merely a marketing strategy to appear inclusive.
- Transparency in supply chains, commitment to sustainable materials, and genuine efforts towards inclusivity are key factors that individuals are looking for in the NikeSKIMS brand.
- The focus on body positivity, diverse representation, and ethical sourcing practices are essential aspects that people hope the partnership will prioritize.
- The need for clear evidence of ethical labor practices, transparency in production methods, and a genuine commitment to sustainability are crucial for gaining trust and support from conscious consumers.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Ethical Accountability	75.8%		-52
Ethical Concerns	37.4%		-97
Supply Chain Ethics	32.3%		-76
Representation Concerns	31.3%		-21
Product Integrity	21.2%		81

How do you perceive the transparency of the NikeSKIMS brand in terms of supply chain and labor practices?

[T Open Text](#)

- Respondents are intrigued by the NikeSKIMS collaboration but express wariness about the brand's transparency in supply chain and labor practices.
- There is a strong emphasis on the importance of NikeSKIMS demonstrating genuine commitment to ethical practices rather than just relying on celebrity endorsements.
- People expect NikeSKIMS to prioritize transparency, sustainability, and ethical production in their supply chain to earn trust and support.
- Concerns about past transparency issues with SKIMS lead to skepticism among respondents about NikeSKIMS' dedication to ethical practices.
- Transparency in labor practices, sustainability, inclusivity, and authenticity are key factors that respondents are looking for in NikeSKIMS to align with their values.
- The need for clear evidence of ethical production, commitment to diversity, and environmental sustainability is highlighted as crucial for respondents to fully support the NikeSKIMS brand.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Brand Accountability	67.7%		-16
Ethical Practices	38.4%		13
Ethical Transparency	36.4%		32
Transparency Issues	30.3%		-74
Supply Chain Transparency	14.1%		79
Cost Transparency	5.1%		-40

What specific features or innovations would you like to see in the NikeSKIMS activewear line?

[T Open Text](#)

- Consumers are excited about the potential for the NikeSKIMS brand to offer bold, vibrant patterns, sustainable materials, and diverse sizing options, while prioritizing ethical production practices.
- Expectations include innovative, futuristic designs with tech features, versatile pieces that transition from workout to casual wear seamlessly, and a commitment to sustainability and inclusivity in every release.
- Key desires for the NikeSKIMS activewear line include the use of cutting-edge fabrics for enhanced performance, limited-edition drops with unique collaborations, and a focus on comfort, breathability, and sustainable fabrics.
- Consumers hope to see a balance between stylish and comfortable designs, with a focus on sustainable production methods and a commitment to inclusivity, body positivity, and social justice causes.
- Suggestions for the NikeSKIMS line include incorporating vintage-inspired designs, offering swimwear and beachwear options, championing social justice through fair labor practices, and using natural, organic, and vegan materials.
- Consumers are looking for transparency in the supply chain, a focus on circular fashion initiatives, and a commitment to environmental responsibility through the use of recycled, upcycled, and eco-friendly materials.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Eco-Friendly Design	56.0%		100
Aesthetic Innovation	37.0%		95
Size Diversity	24.0%		100
Innovative Design	23.0%		83
Consumer Trust	22.0%		58
Functional Comfort	16.0%		88
Ethical Responsibility	15.0%		100
Inclusive Design	12.0%		100
Brand Values	10.0%		64
Cost Considerations	10.0%		36

How does the NikeSKIMS brand address or fail to address your needs for diverse sizing and styling options?

[Open Text](#)

- Public responses to the NikeSKIMS brand launch are mixed, with many expressing skepticism about the authenticity of the inclusivity message and the brand's commitment to ethical practices.
- Positive feedback highlights the diverse sizing options and innovative designs offered by NikeSKIMS, with a focus on comfort, style, and performance.
- Concerns are raised about the potential greenwashing, transparency in ethical practices, sustainable materials, and fair labor practices within the NikeSKIMS collaboration.
- Expectations from NikeSKIMS include genuine representation across all body types, transparency in sourcing and sustainability efforts, and a balance between inclusivity, quality, and affordability.
- People hope to see a genuine commitment to diversity beyond just marketing, with a focus on promoting sustainability, fair labor practices, and ethical production.
- The collaboration's emphasis on inclusivity, diverse sizing, and innovative designs is promising, but there are reservations about the depth of their inclusivity efforts and the authenticity of their sustainability claims.






Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Size Diversity	58.0%		-35
Ethical Practices	38.0%		-67
Design Versatility	37.0%		76
Inclusive Fit	34.0%		49
Product Aesthetics	20.0%		95
Ethical Commitment	15.0%		-93
Nothing or Not Applicable	2.0%		0

What impact do you think the NikeSKIMS collaboration will have on the fashion industry's approach to inclusivity and sustainability? [Open Text](#)

- The public response to the NikeSKIMS brand launch is a mix of excitement and skepticism, with a focus on inclusivity, sustainability, and ethical production.
- People expect the collaboration to set new standards for inclusivity in fashion, but there are concerns about whether it will prioritize sustainable practices or just rely on celebrity hype.
- Expectations include innovative designs in activewear that blend style with functionality, while also championing ethical production and transparency.
- The impact of the NikeSKIMS collaboration on the fashion industry's approach to inclusivity and sustainability will depend on how well it addresses ethical labor practices, environmental concerns, and transparency in its supply chain.
- The collaboration has the potential to redefine industry standards by promoting diversity, body positivity, and ethical production, but its success will be determined by its commitment to sustainability and inclusivity.
- Key factors for the NikeSKIMS collaboration's success include prioritizing sustainable materials, ethical sourcing, diverse representation, and transparent production processes to truly make a positive impact on the fashion industry.

Top 10 Themes & Sentiments

THEME	% OF TOTAL	SENTIMENT	SCORE
Diverse Representation	66.0%		91
Eco-Conscious Practices	55.0%		-20
Sustainable Ethics	40.0%		-14
Industry Evolution	33.0%		43
Nothing or Not Applicable	2.0%		0

About Yabble AI

This Virtual Audiences project was brought to you by Yabble.

From revolutionary Virtual Audiences that give you insights in minutes, to a suite of AI tools that allow you to securely analyze your data 1000x faster than a human – Yabble is the leading AI solution for every stage of research. Built with a combination of custom algorithms, 50,000+ hours of training and world-class Large Language Models – Yabble is trusted by leading brands globally.

Yabble's Virtual Audiences gives you the ability to create quality insights without the need for traditional sample. Yabble sets the context and trends from your chosen topic, creates the virtual audience, and goes about 'talking' with this audience to generate insights relevant to your project. You can customize the segments and the questions asked, and once the project has completed, you can talk directly with your virtual audience to ask follow-up questions. You can even securely add your own proprietary data to build on the research data and market segments you have already created.

While the audiences are not physical people, they have been created specifically in the context of real human behaviors and factual sources. They have been built to replicate the insights that a traditional panel would provide, and you can access the sources that influenced these insights at the completion of your project.

Yabble, founded in 2017, is a cutting-edge technology company that is revolutionizing the world of insights. A first-of-its-kind insights ecosystem built on game-changing AI products, we help brands enrich their customer understanding and generate transformative knowledge that drives growth and innovation.

Comprised of experts from six different countries, our team has a relentless focus on building world-leading products using state-of-the-art artificial intelligence technology. That means consistently ensuring we're developing our business using the best of the best, including our own proprietary algorithms and the world's best LLMs.