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# Kim Kardashian's Skims Secures \$225 Million to Fuel Retail Dominance With Chicago Flagship Debut CWEB Business News

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Kim Kardashian at the 2019 Primetime Emmy Creative Arts Awards at the Microsoft Theater on September 14, 2019 in Los Angeles, CA — Photo by Jean Nelson

Skims is making a major play for retail supremacy, transforming from a digital-native startup into a tangible lifestyle empire with the opening of its first flagship store in Chicago. This strategic expansion follows a massive \$225 million funding round that values the company at \$5 billion, signaling a aggressive shift toward physical retail and diversified product categories. By converting a historic 1960s bank into a high-tech shopping destination, the brand is betting big on immersive, in-person experiences to connect with consumers and drive future growth.

The company is rapidly capitalizing on the \$225 million injection secured at the close of 2025, earmarking the funds to accelerate its national footprint and broaden its product ecosystem. The newly unveiled Chicago flagship, nestled in the affluent Gold Coast neighborhood, marks a significant milestone in this brick-and-mortar crusade. Located on a corridor shared with luxury heavyweights like Prada and Harry Winston, the 6,500-square-foot, two-story space is designed to bridge the gap between the brand's viral online presence and physical consumer engagement. The store features a seamless integration of technology and fashion, allowing customers to skip traditional lines by scanning QR codes to queue virtually for dressing rooms, ensuring a frictionless shopping journey.

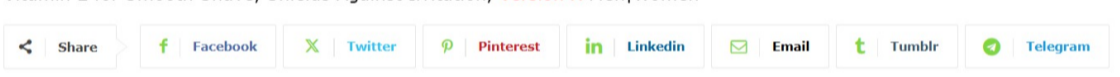


This physical expansion coincides with a strategic consolidation of Kim Kardashian's business ventures. Following Coty's divestiture of its 20% stake in the former SKKN by Kim line, Skims has absorbed all beauty and lifestyle ventures under its umbrella, creating a unified house of brands. The Chicago location serves as a testament to this evolution, offering not only the core categories of underwear, shapewear, and loungewear for both women and men but also serving as a hub for exclusive merchandise drops. Notably, the store will feature limited-edition NikeSkims collaborations throughout the year, driving foot traffic through scarcity and novelty.

In a statement, Kim Kardashian emphasized the cultural significance of the launch, noting that the brand aimed to respect Chicago's architectural heritage while injecting its signature minimalist design language. The repurposed bank vault setting offers an immersive environment where the complete product assortment is available for the first time in the Midwest. With established flagships already operating in Los Angeles, New York, and international locations in Mexico and Dubai, Skims is signaling to the market that its future is anchored firmly on Main Street, with plans to activate additional key retail markets throughout the year.



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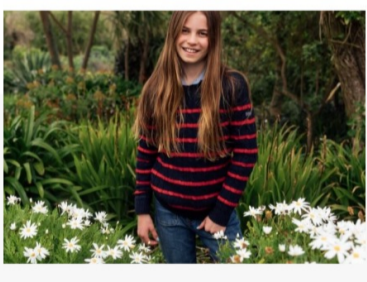
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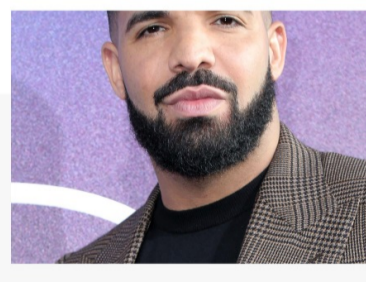
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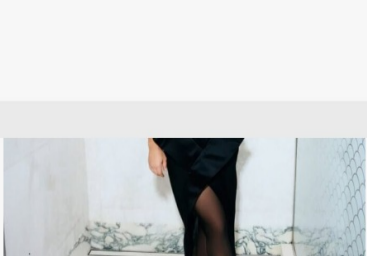
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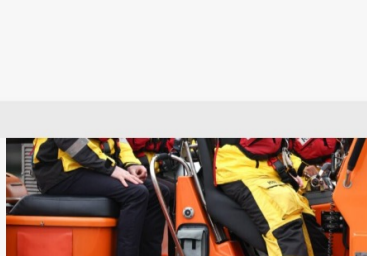
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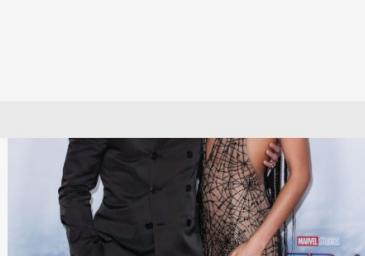
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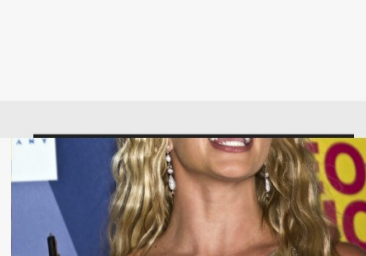
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