

Every Body In.  
**SKINY**®

**SKINY** is everybody.

And every body.

Every Body In. **SKINY**.



[skiny.com](http://skiny.com)



**FRESH**

**&**

**UNCOMPLICATED**

# **THE SKINY PROMISE**



SKINY is fresh, comfortable, uncomplicated bodywear designed to be worn and loved.

# THE SKINNY ON SKINY

There once was an Austrian family that lived nestled away between mountain ranges.

And this family had a dream as big as their hill tops, so to speak: to make people feel beautiful and comfortable, merely by what they are wearing closest to their skin: underwear – fresh and uncomplicated; designed to be worn, loved and serve as one's second skin. SKIN for You. SKINY.

Fast-forward more than 30 years later and the family has proven their point. SKINY stands for being comfortable in your own skin, confident, liking your body and treating it right; for feeling sexy by daring to strip away those outer layers – both literally and figuratively.

SKINY is for everybody. And for every body. Every Body In. SKINY.



SKIN FOR YOU

SKINY

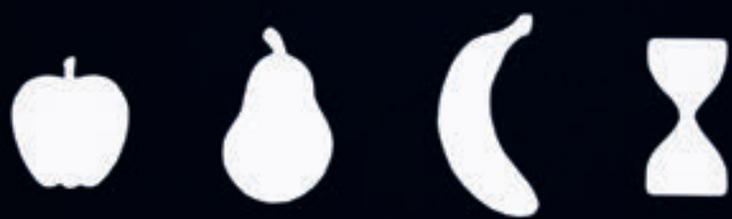


# THE SKINY BRAND DNA

- everyday wear
- uncomplicated
- playful
- cosmopolitan
- intimate
- comfortable
- premium quality

# WHO WE ARE

We are fresh, ballsy and full of life in everything we do – from product to marketing asset, tone of voice to look & feel, CEO to intern.



**Every Body In.**

**SKINY.**

# SKINY'S LOGO

The 'new' SKINY logo, which was brought to life in 2018 is gender neutral, appealing to both men, women and even children. The logo stands for precision, individuality and personality and should always include our simple, play-on-words claim:

Every Body In.

SKINY.

# SKINY'S HISTORY

With more than 130 years of expertise in the underwear category and an established reputation in fine textiles, beautiful design and high quality standards, Austrian based Huber Holding started as a small family business and grew into a multi-national bodywear group, which survived two world wars and many economical obstacles. In the mid 80's, the decade of possibility, it founded SKINY – the young, fashion-forward lifestyle underwear brand that was crucial in order to address the needs and desires of the next generation of consumers.

Today, SKINY is available in more than 30 countries, including the finest department stores and independent retailers across Europe. There are more than 100 branded stores worldwide and 500+ corners and soft shops.





# SKINY'S RANGE

**Women:** Daywear, Sleepwear, Loungewear, Swimwear & Activewear

**Men:** Daywear, Sloungewear & Swimwear

**Girls:** Daywear & Sleepwear

Upholding our worldwide reputation for quality and providing only the finest products to consumers is our heritage – and our unwavering focus. SKINY lifestyle underwear range features:

- Our globally renowned, high quality cotton products.
- Comprehensive basic assortment for women & men.
- Variety of seasonal colors, patterns and material mixes that create our unique mix & match concept.
- A standard of quality at accessible price points, providing outstanding value for the consumer.



Every Body In.

**SKINY**®

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