# Kim Kardashian’s Skims pierced nipple bra sparks debate over price and practicality



Kim Kardashian's latest fashion innovation, the Skims Ultimate Pierced Nipple Push-Up Bra, has ignited a mixed bag of reactions among fashion enthusiasts and consumers alike. Priced at $74, the bra offers a daring design featuring faux nipple piercings, available in three shades, and is accompanied by teardrop foam pads for added support. The promotional material touts it as “The Ultimate Pierced Nipple Bar,” claiming to provide the aesthetic allure of real piercings without the associated pain. This provocative piece is a follow-up to the previously launched Ultimate Nipple Bra, which debuted in 2023 and garnered a waitlist of 250,000 eager customers.

While Kardashian confidently showcased the latest addition during an appearance in Los Angeles, many on social media have expressed reservations about the product's price and visual appeal. An influential TikTok creator, Hannah Mellon, sparked a conversation around the bra, notoriously mentioning that her culture should not be viewed merely as a ‘costume’. Some social media users defended the bra's practicality for those unable to get real piercings due to medical reasons or complications, but others deemed it an impractical and unnecessarily expensive option. Observations on platforms like Reddit referenced a belief that the faux design could simply not live up to the experience of an authentic accessory, with one commenter pointing out the visibility of the bra through clothing.

Critics have further asserted that the bra fails to deliver a compelling benefit; for instance, some questioned the overall point of a nipple-accentuating accessory if traditional bras might still be visible under certain outfits. Several echoed sentiments that it might be more economical to actually get piercings instead. Such feedback illustrates a broader critique of consumer trends that advocate for illusion over authenticity, compelling observers to reflect on contemporary ideals of beauty.

Despite the scepticism, the Skims Ultimate Pierced Nipple Push-Up Bra has intrigued various demographics, notably breast cancer survivors. These individuals have praised the product as a meaningful way to attain a desired aesthetic after undergoing mastectomies. This aspect showcases how fashion can serve as an avenue for empowerment and self-expression, providing alternatives that resonate with those seeking to reclaim their body image post-surgery.

In terms of practical design, reviews from Fashion and lifestyle platforms such as Vogue and Popsugar highlight the comfort and fit of the bra, noting its soft fabric and significant lift. While the bra has been positively received by some for resembling a nostalgic style reminiscent of the 90s Wonderbra, it continues to face critique, particularly over its visual effect when worn with certain tops.

Ultimately, the bra's polarising reception highlights an ongoing dialogue about the intersections of fashion, identity, and the evolving definitions of beauty in an era dominated by social media and celebrity influence. Whether viewed as an avant-garde addition to a lingerie drawer or dismissed as a mere fad, Kardashian’s latest offering certainly invites scrutiny and discussion around the broader implications of fashion statements on personal and societal levels.

### Reference Map

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Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14739887/kim-kardashian-slammed-skims-faux-pierced-nipple-push-bra.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.vogue.com/article/skims-nipple-bra-test> - Vogue's review of Kim Kardashian's Skims Ultimate Nipple Push-Up Bra discusses its design, comfort, and the public's reaction. The bra features built-in faux nipples and is made of super-soft sheen microfiber fabric. The review notes that while the faux nipples are subtle, the voluminous push-up padding provides a significant lift. The author mentions that the bra is comfortable for extended wear and suggests that it could lead to a revival of '90s Wonderbra-style cleavage.
3. <https://www.popsugar.com/fashion/skims-nipple-bra-review-49371344> - POPSUGAR's review of the Skims Nipple Push-Up Bra highlights its design, comfort, and fit. The bra is modeled after Kim Kardashian's own bust and is made of 84% nylon and 16% spandex. It offers a 4.7-star rating based on over 200 reviews. The reviewer notes that the bra provides a realistic illusion of perky nipples and is comfortable for extended wear. However, they mention that the foam pads are firm, which may not be suitable for everyone.
4. <https://fiercebymitu.com/beauty-and-style/kim-kardashian-ultimate-nipple-push-up-bra/> - Fierce by Mitu discusses the mixed reactions to Kim Kardashian's Skims Ultimate Nipple Push-Up Bra. The article highlights that while some individuals appreciate the bra's design, others express concerns about its impact on body image and self-perception. The piece also notes that the bra has been praised by breast cancer survivors who underwent mastectomies, as it offers a way to achieve a similar aesthetic without undergoing surgery.
5. <https://www.goodhousekeeping.com/clothing/bra-reviews/a61939366/skims-bra-reviews/> - Good Housekeeping's review of the Skims Ultimate Bra Teardrop Push-Up Bra focuses on its design and comfort. The bra features a thicker back band for smoothing and a plunge design that is less noticeable under low-cut tops. The reviewer notes that the bra provides extreme lift and is made of a soft microfiber material with a subtle sheen. They mention that the brand recommends sizing up if you're in between band sizes.
6. <https://www.hellomagazine.com/hfm/fashion-trends/506086/kim-kardashians-skims-nipple-bra-is-dividing-the-internet-heres-why-we-love-it/> - HELLO! magazine discusses the Skims Ultimate Nipple Bra and its impact on fashion trends. The article notes that the bra allows individuals to express themselves while maintaining modesty. It also highlights that the bra is a game-changer for breast cancer survivors who may have undergone mastectomies, as it offers a way to achieve a similar aesthetic without undergoing surgery.
7. <https://www.teenvogue.com/story/kim-kardashian-skims-nipple-bra> - Teen Vogue reports on Kim Kardashian's Skims Ultimate Nipple Bra, noting that it was modeled after Kardashian's actual chest. The article mentions that the bra has been popular among breast cancer survivors and that Skims is working on shapewear for men. It also highlights a humorous incident where Kardashian's sister Khloé wore the bra, leading to a comment from Scott Disick about its appropriateness.