SUMMER 2020

Skinclusive Sumer Line by Venus







In a Summer, where social distancing

is the safest way to stay cool, the hottest beach to bum at has quickly become the Animal Crossing islands of Nintendo Switch.

After creating their avatar, players dive into the journey of designing a private island. Scavenging natural resources to build furniture, breeding flowers of every color, and collecting decorative items. All in the name of creative customization.

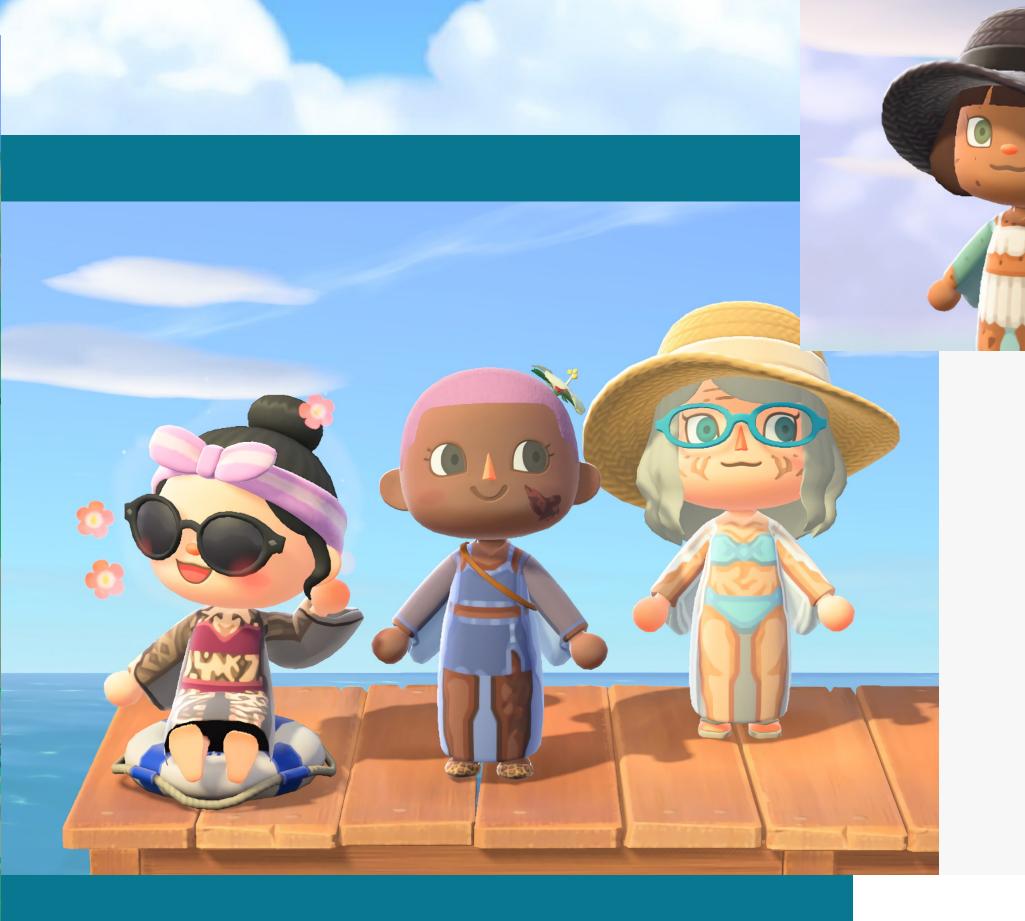
In a game where customization is everything and as a brand that stands up for every woman's right to feel comfortable in her own skin-everywhere, we wanted to offer players the option to replicate their IRL skin with their avatar.

Skinclusive Summer Line by Venus

As a brand that stands up for every woman's right to feel comfortable in her own skin–everywhere, Venus set out to create the Skinclusive Summer Line as a way to bring more representation to the gaming world.

Without the ability to expand the diversity of avatar options, we utilized the game's custom clothing design tool to portray a variety of different skin types within a world of chic summer beach fashion.





264 total designs and 19 skin conditions, to be exact.

This is our vision for the future of gaming. This is the essence of everything Venus stands for. **This is My Skin. My Way.**

A note from the designer Nicole Cuddihy

I'm writing this as I lounge by the pool with my friends, just another blissful summer day... **in Animal Crossing**. Through this challenging year, the game has been my creative outlet, social space, and place to relax. I've slowly decorated my digital home, met up in-game with family and friends, and curated my very own island. Until this collaboration with Venus, however, I never truly explored the extent of bringing myself, or others, to life in-game. An avid Animal Crossing fan since the gamecube era, I jumped into pattern creation just days after the launch of New Horizons. One of my first designs was a cyborg, which utilized the puffed sleeve silhouette to create a robotic-arm effect. The design was immediately successful, reaching more accounts than my entire online presence to-date. I was deeply struck, however, by one comment in particular. A player mentioned the design reminded her of her prosthetic arm. She was excited at the idea of more representation in the game, and I was inspired to use my art for more than aesthetics.

As I continued to create designs, her comment stayed in my mind. I'm very fascinated by the importance of costume in video games, and how those designs affect players. Recently, I received a master's degree in costume design for animation and games. While momentum for diversity in design is building, there are many areas where progress feels slow. Why can I add scars and wrinkles to elven warriors or outlaws, but not characters in less combat-driven games? This lookbook aims to counter those conventions.



I hope that many players will find comfort and representation in this carefully developed collection. As I designed, I thought of those in my own life who are affected by each skin condition. I wanted to create designs I knew they would cherish– a bright dress for my confident friend who never hides her acne, a fashionable look for my artistic friend with a deep scar, and a feminine lacy top for my courageous aunt who underwent a mastectomy.

I am incredibly excited to bring you this collection, in partnership with Venus. Although this summer looks a bit different than we imagined, hopefully this inclusive collection helps those digital sun rays feel just a bit warmer.

Nicole Cuddihy is a costume & character designer for film, animation, and video games. Originally from Oregon, she now lives in the UK after receiving amaster's degree on costume tropes in games and animation. Although she loves classic film, her current focus is on costume's potential in the digital realm.



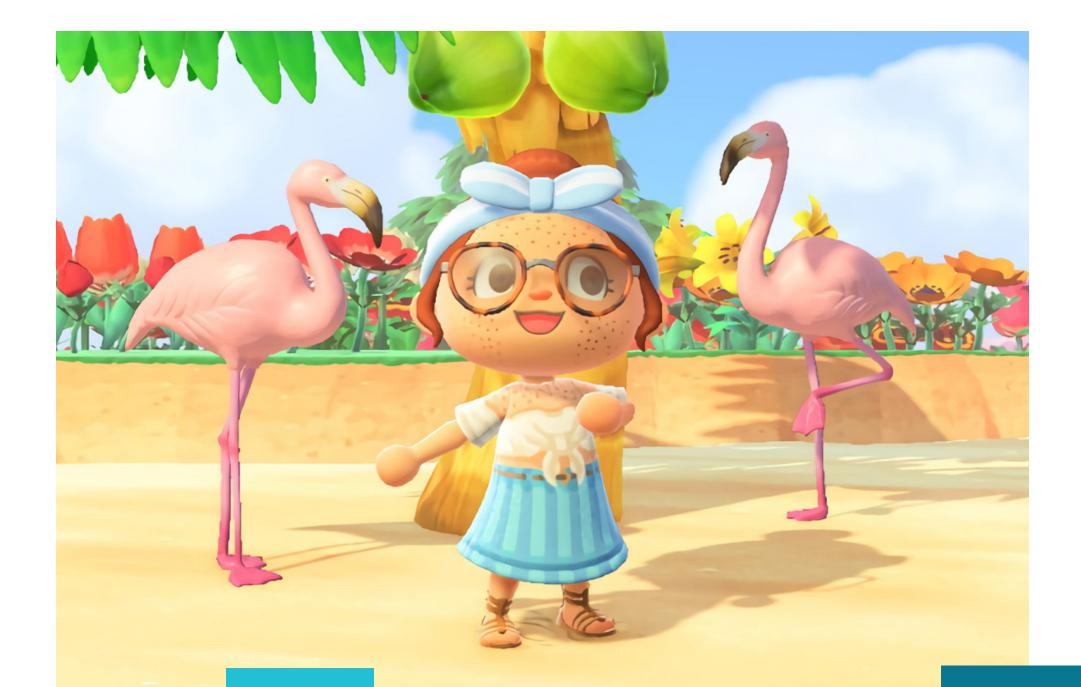


Fierce Freckles

An off-the-shoulder cream linen crop top with a front tie. Complemented by a vertical striped denim a-line skirt with a skinny leather belt.

Skinsider Knowledge

Did you know that nobody is born with freckles. Think about it. Ever see a newborn baby with freckles? (No. Crazy right?!) They always appear over time with sun exposure. (And, contrary to the stereotype, not all redheads have them.)



MO-WTPC-HDYW-N0Q4 MO-R9SJ-0GLM-W2D7 MO-SSK9-H4FP-P20F MO-CSJ9-P63W-Q0SX

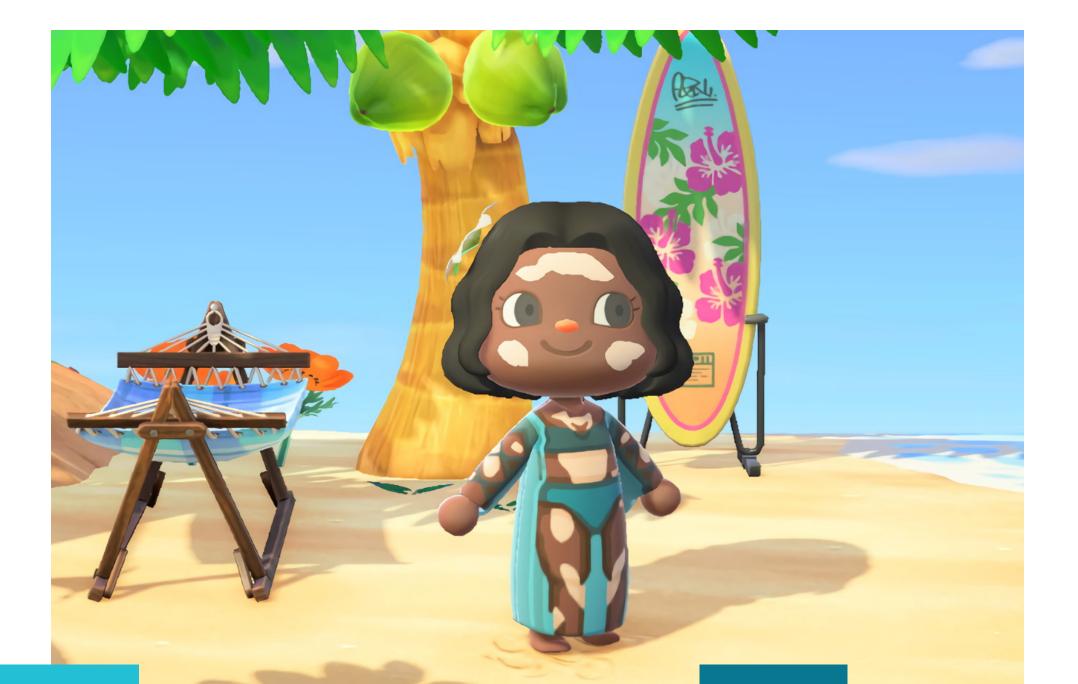
MO-JL1D-K6YN-60MG MO-CL67-PWPC-T7GW MO-RHNB-XC6Y-C8NS MO-V4X1-7VGS-PC6C

DESIGN CODES FOR BODY

MO-XHRQ-RJ4T-SRDQ MO-QTK5-1TFX-NFR5 MO-VFB6-FNCS-ML9M MO-F4LT-J9M5-KKVN

MO-B3GR-Q065-3582 MO-DSRY-KCOY-LVXC MO-G26G-YKTG-BMBH MO-MPSS-BNX4-TYOT

DESIGN CODES FOR FACE





A deep turquoise bikini with scalloped top and highwaisted bottoms complete with a sheer aqua kimono with cutout lattice sleeves.

Skinsider Knowledge Vitiligo is a non-contagious autoimmune disease that manifests in white patches on the skin. Even though it affects all races, genders and ethnicities across the world, most people (including scientists!) know very little about this condition. Because of that, even though Vitiligo is not life-threatening, it is extremely lifealtering. For more information on vitiligo and how to help fund research visit globalvitiligogoundation.org

DESIGN CODES FOR FACE



MO-QNFP-X2D4-3H7R MO-480V-WW68-3KHP MO-162W-FG8Y-NTC7 MO-VMOV-1FV3-NQNB

DESIGN CODES FOR BODY



Vitiligo Vibe

MO-XG41-PRH4-TMDB MO-BS90-9WNW-97XJ MO-9WDY-RBV7-2PQ9 MO-MNRG-M3HW-6V8W



Acne Angel

A smocked cotton, off-the-shoulder spaghetti strap sundress in iridescent aquamarine.

Skinsider Knowledge

Acne is nothing to be ashamed of. It's the most common skin condition in the world. (And it's not just a teenage thing!) Many of the ways we try to hide acne (makeup with mineral oils, sun exposure, picking at it and popping pimples) can actually cause your skin more harm.

MO-99NF-10NL-8FVB MO-2Q99-CGB2-2VVG MO-62VV-5PP4-VMH9 MO-B10R-N345-WVS1

MO-YS1D-G9HN-1N06 MO-FHRJ-CBCQ-MP81 MO-PNJG-1RBY-H54L MO-F0QJ-7R66-615M

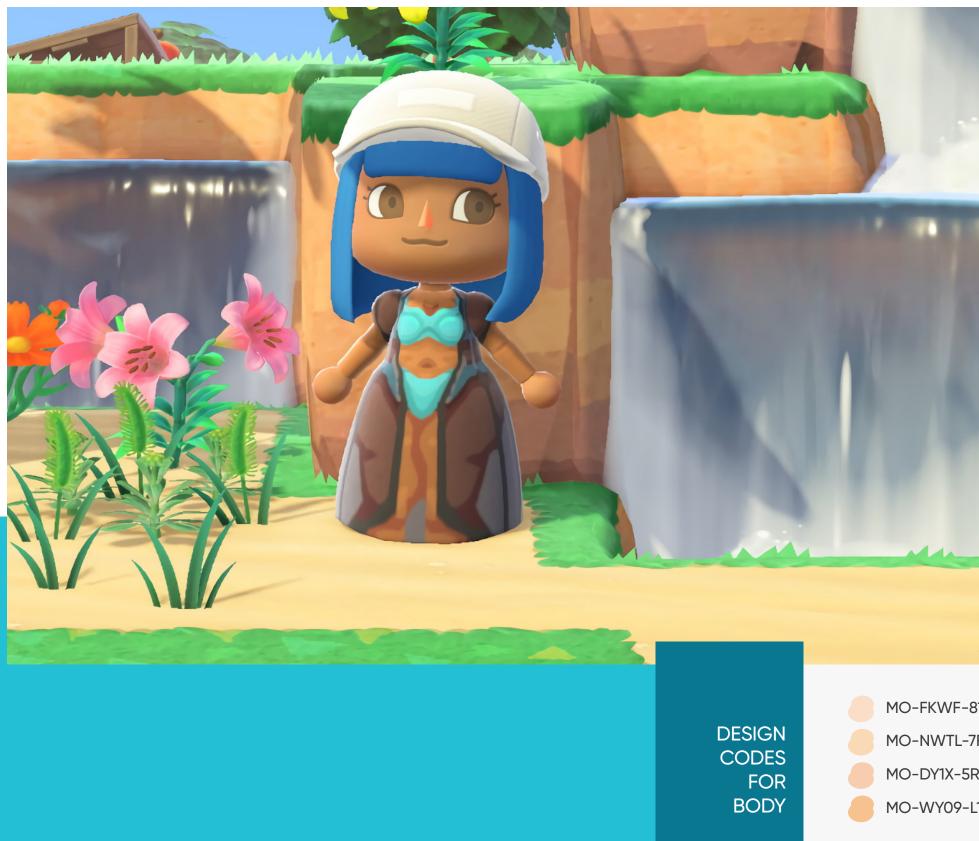
DESIGN CODES FOR BODY

MO-HJSV-G0C2-RPWP MO-8Q3T-KRP2-945C MO-4VJ5-CT0D-MM72 MO-0K4T-2HGK-FGB6



- MO-WG24-42TY-4LMK MO-P14C-S95G-1MC7 MO-7X9L-FWCK-RK3H MO-TT3Q-YG8K-MV76

DESIGN CODES FOR FACE



Carribean blue bikini with a sweetheart top and high-hip bottoms highlighted by a sheer black cover up.

Skinsider Knowledge

MO-FKWF-8148-B96M MO-NWTL-7FWK-T2T9 MO-DY1X-5R77-769S MO-WY09-L145-W3GY

Curvatious Queen

Scales measure weight, not worth. And beautiful doesn't come in one size. Curves are something to be celebrated and proud of.

> MO-50HW-1BPP-L3YK MO-331G-FLRL-M7TV MO-33KS-R758-DHT7 MO-MRJ6-MFP1-FQL9



Cellulite Lewk

A draped satin crop tank paired with bootylicious cut off acid washed denim shorts.

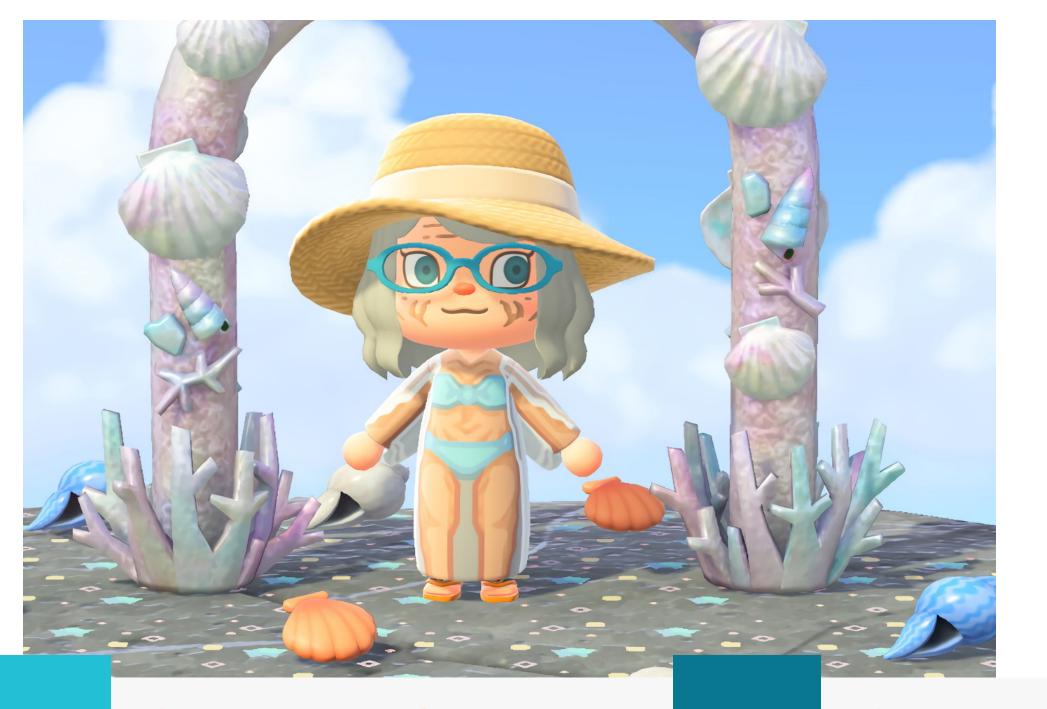
Skinsider Knowledge

Cellulite is a totally normal cosmetic skin appearance that 90% of women experience. Why? Because women's bodies tend to carry more fat around their hips and thighs (hello, evolution!) –two areas with less connective tissue to keep it in place.



MO-S23T-DPM1-BGBH MO-1D0H-5262-Q6K7 MO-K6KB-JVG3-6XPG MO-J6W9-Y40J-LXQ0











DESIGN CODES FOR BODY



Righteous Wrinkles

Sky blue bikini with a bowed bandeau top and cinched side bottoms, with a sheer silk white capelet robe.

Skinsider Knowledge

There is no magic pill, no amount of expensive cream that will make skin appear young forever. Wrinkles are a way of life. A right of passage to be celebrated.

> MO-WPQP-T2K4-6C7G MO-YNK3-DX50-G6PY

MO-H98H-LXXN-GR6K

MO-3J6X-X0JW-XR3S



Nevi Goddess

Pleated cotton crop tank and matching skirt with silver undertones worn beneath a sheer teal kimono cover up.

Skinsider Knowledge

Nevus is the medical term for moles or birthmarks. They can appear anywhere on the body in every shape and size. Did you know that when Nevus is present at birth, the condition forms within the first 12 weeks of pregnancy?

> MO-HOMH-62D3-1LMK MO-H23W-QVSD-5D9H MO-N762-MSWQ-GC1J MO-LMS4-WKD3-Y7RR

MO-MN07-BFKR-97RP MO-5GKH-V2CM-J49P MO-4DJL-Q1Q8-72FH MO-MJ28-77J5-4Y1M

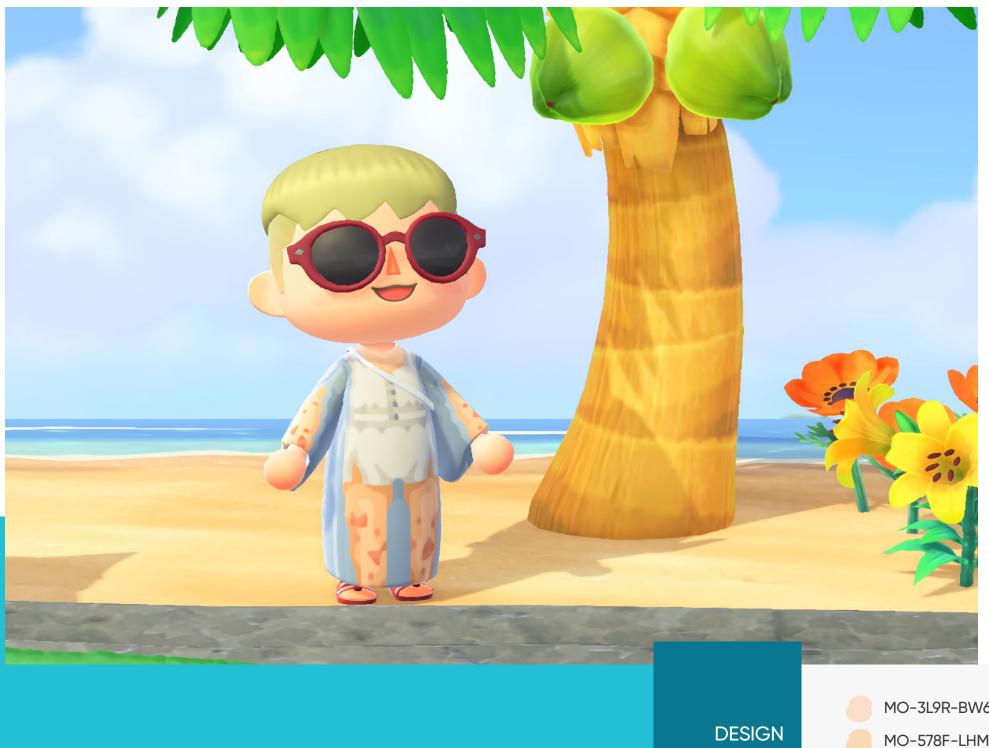
DESIGN CODES FOR BODY

MO-FDVF-K98J-HKTT MO-H0JR-1NFS-G09Y MO-SSGG-QM46-BW0Y MO-066K-6QCR-GSFF



- MO-1LJ6-7SBW-94D0 MO-CPCR-TG54-R1WM MO-FY45-G33W-HX2W MO-CVV1-N0V5-G22B

DESIGN CODES FOR FACE



A frilly cotton romper with front buttons that sinches at the waist, worn with a sheer periwinkle blue coverup with deep V sleeves.

Skinsider Knowledge

CODES FOR BODY MO-3L9R-BW62-N76W MO-578F-LHM5-WNPV MO-PPFM-QQD0-2SY7 MO-972Y-CVG2-XKFD

Psoriases Swagger

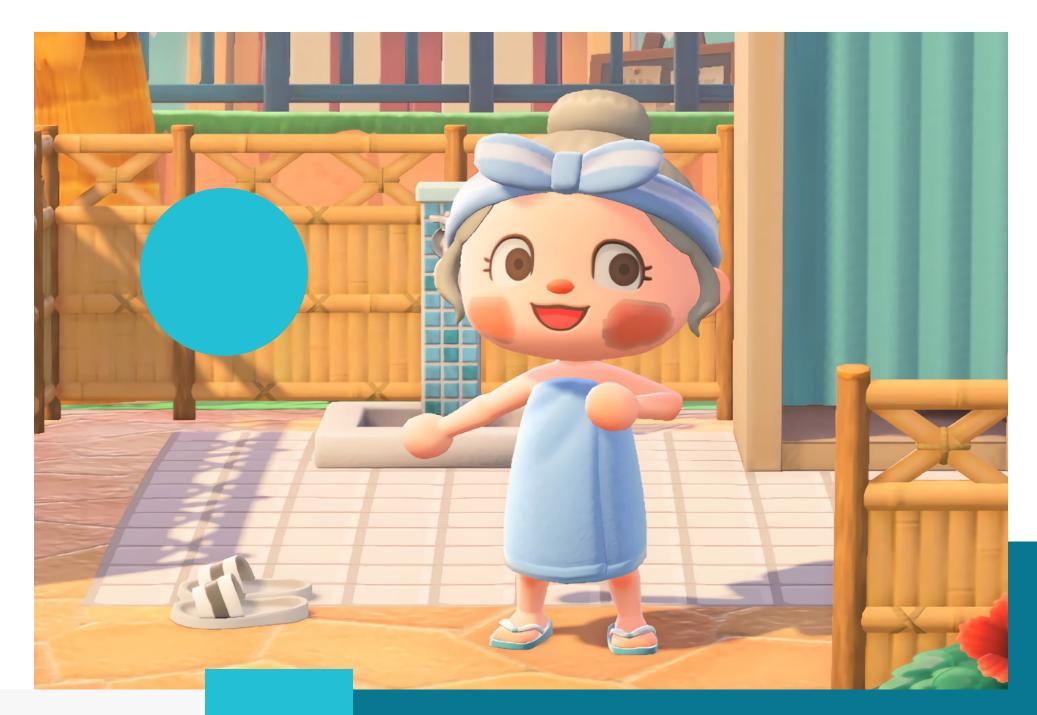
If you're living with psoriasis, you're not in it alone. More than 125 million people worldwide are affected by psoriasis. The good news? Psoriasis can be managed with medication, and stress management (to prevent flare ups).



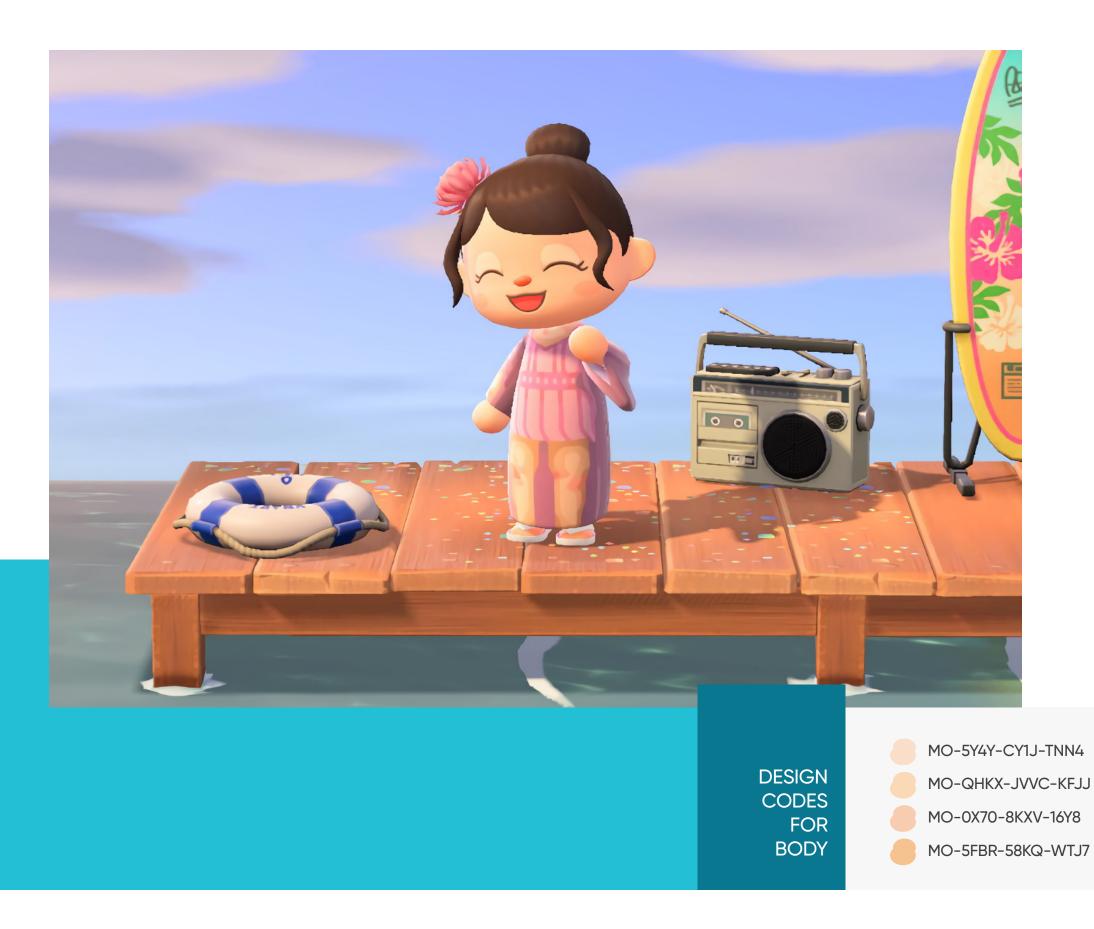
Rockin' Rosacea

Skinsider Knowledge

Scientists aren't sure what causes Rosacea, but most experts believe it's a vascular disorder related to flushing most commonly on the nose and cheeks. Though anyone can develop this condition, it most commonly affects fair-skinned women.

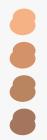






A bubblegum bodycon cutout romper draped with a matching sheer kimono.

Skinsider Knowledge



En Vogue Eczema

Eczema isn't just one skin condition. It's a catch-all term for a group of related conditions. Most often Eczema refers to Atopic Dermatitis-characterized by dry, itchy red patches of skin that flare up across the body. Eczema and Psoriasis are often confused. Psoriasis is an autoimmune condition, whereas Eczema is primarily caused by allergic reactions. To learn more about this condition visit nationaleczema.org.

> MO-2FM8-DR3G-M0G2 MO-9FQG-2SX4-8M9V MO-Q8WY-71KC-TLRT MO-GYW6-Y3HW-HS04



Poppin Prosthesis

Sweetheart neck black one piece swimsuit paired with a sheer coral kimono cover up.

Skinsider Knowledge

Every prosthesis must be custom made to fit each individual and they must be replaced every 5 years. However, the advancement of 3-D printing has drastically transformed the prosthetic industry in terms of cost and availability.



MO-KVDR-CGRD-KX38 MO-6F7X-T2HL-TBBH MO-TFM6-HN8L-MH1W MO-R4R9-3CBF-TP4N MO-Q7XX-X08W-45F1 MO-KVDK-FD7J-229B MO-7GQB-4L9X-YMSR MO-XQX3-2TT4-QTVG





A halter-neck top with off-the-shoulder sleeves and open back detailing, paired with a floral print a-line skirt.

Skinsider Knowledge Hyperpigmentation refers to darkened skin patches, ranging from small localized dark spots to large areas (melasma) on the face, as a result of increased melanin production. It's most commonly a result of sun exposure. And while we're talking about sun exposure, make sure to apply a high-spectrum sunscreen daily even when it's cloudy.

Pigmentation Power

MO-NS07-J5NS-F2CG MO-NYFN-4D7K-187Y MO-25GC-LD9H-H4FD MO-RFYD-K2SQ-BHF6

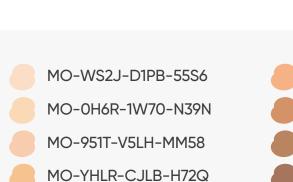


Tummy Stretch Slay

A gathered chambray skirt paired with a cut-off weathered mustard t-shirt top.

Skinsider Knowledge

Did you know that you can be genetically predisposed to stretch marks? So if your mama or sister has them, you're more likely to rock them yourself. But you're not alone, genetics aside, between 75-90% of women develop them during pregnancy and throughout life.



MO-S74N-66L7-V2S0 MO-YGKN-G40Q-KR33 MO-67WY-DQ6H-6934 MO-RB7J-9MFK-R6P6





An icy blue bikini with a sheer cape sleeve cover up with a front tie.

Skinsider Knowledge and throughout life.

DESIGN CODES FOR BODY MO-9T630XQP8-LGSS MO-N3DK-LYDK-RGFC MO-T2QF-S2S6-Q99W MO-4XHW-N2MS-2BPL



Stretch Mark Slay

Did you know that you can be genetically predisposed to stretch marks? So if your mama or sister has them, you're more likely to rock them yourself. But you're not alone, genetics aside, between 75-90% of women develop them during pregnancy





Mastectomy Mood

A sheer white peasant crop top detailed around the neck with eyelet lace. Paired with an a-line denim mini skirt with matching eyelet lace detailing.

Skinsider Knowledge

Every Mastectomy scar looks different depending on how much tissue is being removed, and whether or not breast reconstruction is desired in the future. But they are all badges of courage-symbols of the strength is takes to fight a disease like Breast Cancer.



MO-YVRL-KLFP-X2LY MO-LLJP-CPLH-71L0 MO-2K7R-HMPL-43NF MO-7J5N-VR35-6FTG







An earthy blue linen twisted crop top and wrap skirt co-ord.

Skinsider Knowledge

DESIGN CODES FOR BODY



Cesarean Chic

Most commonly these scars are horizontal and just below the bikini line. However, they can sometimes be vertical scars due to an emergency C-Section. Either way, Cesarean Scars are a beautiful reminder of the miracle of life.

> MO-0YJL-JM3W-FS2B MO-HF41-FHC0-B2H2 MO-SPM0-XDR8-V18W MO-K317-FVX2-27G1



Beautiful Arm Burn

A chambray off-the-shoulder sundress with a leather belt accent around the waist.

Skinsider Knowledge

A Burn Scar is a sign of a survivor. It can take a lifetime to heal, both physically and mentally from these types scars. And they may never fully disappear. But they should be always be worn with pride.



MO-S23T-DPM1-BGBH MO-1D0H-5262-Q6K7 MO-K6KB-JVG3-6XPG MO-J6W9-Y40J-LXQ0





kimono cover up.

Skinsider Knowledge

Beautiful Leg Burn

A sporty periwinkle bikini with a square cut top and skirted bottoms. Paired with a sheer periwinkle

A Burn Scar is a sign of a survivor. It can take a lifetime to heal, both physically and mentally from these types scars. And they may never fully disappear. But they should be always be worn with pride.



MO-5TM8-NQ1T-VBJP

MO-70MH-PHV0-36KV

MO-BNY4-JKX8-KMS0



Stylish Arm Scar

Pleated cotton crop tank and matching skirt with silver undertones worn beneath a sheer teal kimono cover up.

Skinsider Knowledge

Nevus is the medical term for moles or birthmarks. They can appear anywhere on the body.





MO-H0MH-62D3-1LMK MO-H23W-QVSD-5D9H MO-N762-MSWQ-GC1J MO-LMS4-WKD3-Y7RR

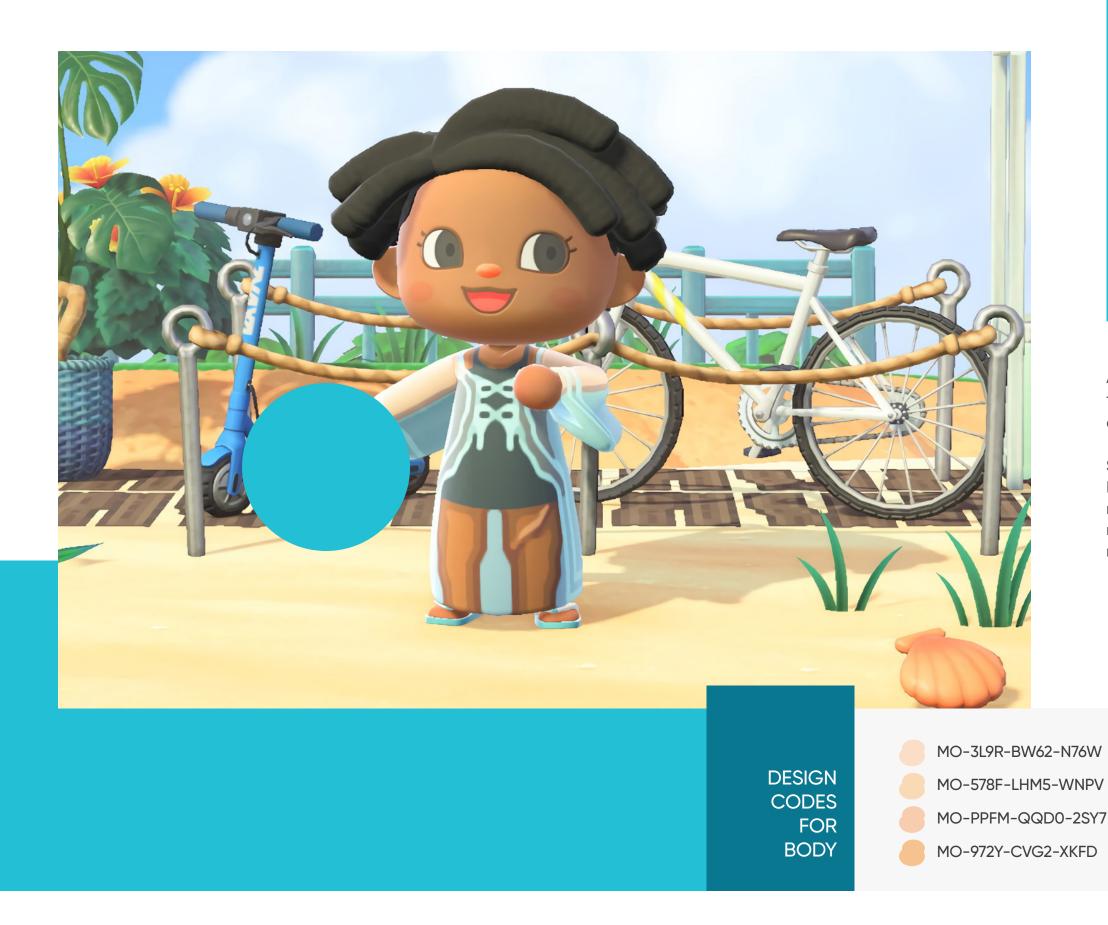
MO-MN07-BFKR-97RP MO-5GKH-V2CM-J49P MO-4DJL-Q1Q8-72FH MO-MJ28-77J5-4Y1M

DESIGN CODES FOR BODY

MO-HJSV-G0C2-RPWP MO-8Q3T-KRP2-945C MO-4VJ5-CT0D-MM72 MO-0K4T-2HGK-FGB6

- MO-WG24-42TY-4LMK MO-P14C-S95G-1MC7 MO-7X9L-FWCK-RK3H MO-TT3Q-YG8K-MV76

DESIGN CODES FOR FACE



deep V sleeves.

Skinsider Knowledge

Stylish Leg Scar

A frilly cotton romper with front buttons that sinches at the waist, worn with a sheer periwinkle blue coverup with

If you're living with psoriasis, you're not in it alone. More than 125 million people worldwide are affected by psoriasis. The good news? Psoriasis can be managed with medication, and stress management (to prevent flare ups).



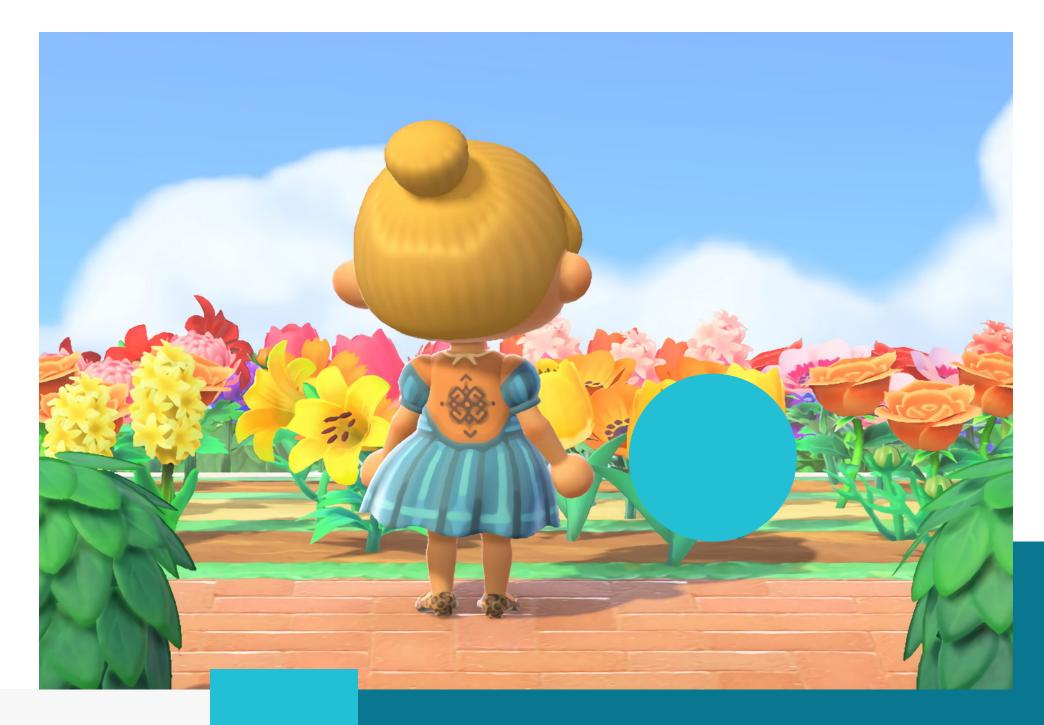


Back it Up Tat

A backless blue striped sundress, with a square neck off-the-shoulder puff sleeve.

Skinsider Knowledge

Tattoos are more than an art form, they are skin alterations. A tattoo gun can puncture the skin between 50-3,000 times per minute, penetrating the skin about one millimeter deep. So, to keep a tattoo looking beautiful and healthy, it's important to care for the canvas on which this art lives: your skin. Thaty way this deeply personal expression can be celebrated for life.



MO-K53P-DY9N-RMCD
MO-PKSH-WCTT-23PS
MO-F09L-SJ2D-1D5K
MO-7TJG-NKM7-69VK

MO-YVRL-KLFP-X2LY MO-LLJP-CPLH-71L0 MO-2K7R-HMPL-43NF MO-7J5N-VR35-6FTG



Arm Flex Tat

DESIGN CODES FOR BODY



Deep turquoise lace bralette covered with a sheer white blouse. Worn with a light denim mini skirt.

Skinsider Knowledge (Cont.)

So, to keep a tattoo looking beautiful and healthy, it's important to care for the canvas on which this art lives: your skin. Thaty way this deeply personal expression can be celebrated for life.

> MO-0YJL-JM3W-FS2B MO-HF41-FHC0-B2H2 MO-SPMO-XDR8-V18W MO-K317-FVX2-27G1



Leggy Tat

A gathered linen crop top with full length flowy sleeves, and a pleated cerulean blue maxi skirt with a leg slit.



MO-YVRL-KLFP-X2LY MO-LLJP-CPLH-71L0 MO-2K7R-HMPL-43NF MO-7J5N-VR35-6FTG





Bodacious Body Tat

A deep magenta bikini with a strapless top and hipster bottoms, worn with a sheer black kimono cover up.

DESIGN CODES FOR BODY





MO-0YJL-JM3W-FS2B MO-HF41-FHC0-B2H2

MO-SPM0-XDR8-V18W

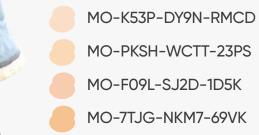
MO-K317-FVX2-27G1

Arm Hair Hype

A sheer white peasant crop top detailed around the neck with eyelet lace. Paired with an a-line denim mini skirt with matching eyelet lace detailing.

Skinsider Knowledge

The average human body has 5 million hair follicles. And our ancestry plays a big role in the darkness and texture of all that hair. Whether you choose to shave it or not, having body hair is a totally normal part of being human.



MO-YVRL-KLFP-X2LY MO-LLJP-CPLH-71L0 MO-2K7R-HMPL-43NF MO-7J5N-VR35-6FTG



