

SUMMER 2020

Skinclusive Summer Line

by Venus



Venus Gillette®
My skin. My way.





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 a master'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.





Skinclusive Summer Line by Venus

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-KC0Y-LVXC
- MO-G26G-YKTG-BMBH
- MO-MPSS-BNX4-TY0T

DESIGN
CODES
FOR
FACE



Vitiligo Vibe

A deep turquoise bikini with scalloped top and high-waisted 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 life-altering. For more information on vitiligo and how to help fund research visit globalvitiligofoundation.org

DESIGN CODES FOR FACE

- MO-MS07-YQYB-189K
- MO-94PY-1J8S-YV0S
- MO-YT0T-BG6N-P122
- MO-00GY-BTGQ-8FXH

- MO-QNFP-X2D4-3H7R
- MO-480V-WW68-3KHP
- MO-162W-FG8Y-NTC7
- MO-VM0V-1FV3-NQNB

DESIGN CODES FOR BODY

- MO-W4FV-YFJ7-JJJH
- MO-MLSJ-K0MY-TN5D
- MO-3MDJ-M3MK-VPMS
- MO-Y2DR-29YQ-FHF7

- 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



Curvacious Queen

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

Skinsider Knowledge

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

DESIGN CODES FOR BODY

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

- 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-7KCV-S0HJ-2C7L

MO-XLFB-HM5F-OKS6

MO-7H5P-PPHQ-SQFY

MO-YTP5-SD2L-PG57

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.

DESIGN CODES FOR FACE

- MO-QQSC-VTJ4-S1RW
- MO-C54Y-FN7W-VP3Q
- MO-9822-01V0-1VFC
- MO-6MMB-XB4J-BVQG

- MO-33V5-DXD5-NJK0
- MO-JL35-RTY1-7DW5
- MO-YMKX-36X3-3Y0H
- MO-M3W4-5NFB-WB0M

DESIGN CODES FOR BODY

- MO-VDQ2-NW91-YCW6
- MO-MJR2-DRVY-SN3P
- MO-GCMN-CH89-NHJD
- MO-ORN9-8YG5-JRRF

- 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-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-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



Psoriasis Swagger

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

Skinsider Knowledge

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).

DESIGN CODES FOR BODY

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

- MO-VC9X-S0G8-85WW
- MO-K6JK-8KP8-WWQV
- MO-1D34-JBBC-DW6Q
- MO-RXB0-7JG0-54GY



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.



- MO-WS2J-D1PB-55S6
- MO-OH6R-1W70-N39N
- MO-951T-V5LH-MM58
- MO-YHLR-CJLB-H72Q

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

DESIGN
CODES
FOR
BODY



En Vogue Eczema

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

Skinsider Knowledge

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.

DESIGN
CODES
FOR
BODY

- MO-5Y4Y-CY1J-TNN4
- MO-QHKX-JVVC-KFJJ
- MO-0X70-8KXV-16Y8
- MO-5FBR-58KQ-WTJ7

- MO-2FM8-DR3G-MOG2
- 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

DESIGN
CODES
FOR
BODY



Pigmentation Power

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.

DESIGN CODES FOR FACE

- MO-JWMJ-89RM-8TQ9
- MO-X8FK-VHFN-WR3K
- MO-0990-PMRQ-W65C
- MO-RNVN-OWT8-THLL

- MO-4SLF-X2RS-X7M8
- MO-7RGK-MRDJ-T3X9
- MO-4LR1-X64B-F1TL
- MO-3KN9-LBM4-0PBS

DESIGN CODES FOR BODY

- MO-V1QP-2YN1-TJ37
- MO-TPJP-Y3PO-F09Y
- MO-HCF3-4Y2K-JM94
- MO-4VRL-KJ67-HNXB

- 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-WS2J-D1PB-55S6
- MO-OH6R-1W70-N39N
- MO-951T-V5LH-MM58
- MO-YHLR-CJLB-H72Q

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

DESIGN
CODES
FOR
BODY



Stretch Mark Slay

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

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.

DESIGN CODES FOR BODY

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

- MO-QX97-SD8W-RJ1C
- MO-YY7H-GHYR-D5Y1
- MO-RHSG-BHC4-GPYL
- MO-V1BD-5YNT-SJK9



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 it takes to fight a disease like Breast Cancer.



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

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

DESIGN
CODES
FOR
BODY



Cesarean Chic

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

Skinsider Knowledge

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.

DESIGN CODES FOR BODY

- MO-KLCX-149X-JXNM
- MO-BJOW-W1MM-GMQK
- MO-OV2V-536V-LTJ4
- MO-OLMP-YKHK-RCGD

- MO-OYJL-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-7KCV-S0HJ-2C7L
- MO-XLFB-HM5F-OKS6
- MO-7H5P-PPHQ-SQFY
- MO-YTP5-SD2L-PG57

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

DESIGN
CODES
FOR
BODY



Beautiful Leg Burn

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

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.

DESIGN
CODES
FOR
FACE

- MO-MS07
- MO-94F
- MO-YT0
- MO-00GY-

- MO-QNFP-X2D4-3H7R
- MO-480V-WW68-3KHP
- MO-162W-FG8Y-NTC7
- MO-VM0V-1FV3-NQNB

DESIGN
CODES
FOR
BODY

- MO-DCMJ-T36J-HC5Y
- MO-633J-V5G7-4SM4
- MO-Y38G-YBTT-68TK
- MO-C33S-KQYX-QVWV

- MO-HKWN-RD4P-T5V2
- 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



Stylish Leg Scar

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

Skinsider Knowledge

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).

DESIGN CODES FOR BODY

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

- MO-VC9X-S0G8-85WW
- MO-K6JK-8KP8-WWQV
- MO-1D34-JBBC-DW6Q
- MO-RXB0-7JG0-54GY



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-71LO
- MO-2K7R-HMPL-43NF
- MO-7J5N-VR35-6FTG

DESIGN
CODES
FOR
BODY



Arm Flex Tat

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.

DESIGN CODES FOR BODY

- MO-KLCX-149X-JXNM
- MO-BJOW-W1MM-GMQK
- MO-OV2V-536V-LTJ4
- MO-OLMP-YKHK-RCGD

- MO-OYJL-JM3W-FS2B
- MO-HF41-FHC0-B2H2
- MO-SPM0-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-K53P-DY9N-RMCD
- MO-PKSH-WCTT-23PS
- MO-F09L-SJ2D-1D5K
- MO-7TJG-NKM7-69VK

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

DESIGN
CODES
FOR
BODY



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-KLCX-149X-JXNM
- MO-OYJL-JM3W-FS2B
- MO-BJOW-W1MM-GMQK
- MO-HF41-FHC0-B2H2
- MO-OV2V-536V-LTJ4
- MO-SPM0-XDR8-V18W
- MO-OLMP-YKHK-RCGD
- 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-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

DESIGN
CODES
FOR
BODY

