

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 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.





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The Skinclusive Summer Line by Venus is a collection of chic summer beach fashion, designed utilizing the game's custom clothing design template to creatively feature a variety of different skin types as a way to bring more representation to the gaming world.

**19 skin types, created in  
the 8 in-game skin tones.  
264 total designs.**

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. 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 in New Horizons. One of my first designs was a cyborg, which utilized a puffed sleeve silhouette to create a robotic-arm effect.

The design was immediately successful, however, one comment struck me 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.**

I'm very fascinated by costuming 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.

As I designed, I thought of those in my own life who represent each skin type. 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 will help us feel more comfortable in our skin, everywhere.

**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.









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## Fierce Freckles

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  
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FACE



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## Vitiligo Vibe

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

DESIGN  
CODES  
FOR  
BODY

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

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## Acne Angel

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

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## Curvaceous Queen

- 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

DESIGN  
CODES  
FOR  
BODY





# Cellulite Lewk

- |                   |                   |
|-------------------|-------------------|
| MO-7KCV-S0HJ-2C7L | MO-S23T-DPM1-BGBH |
| MO-XLFB-HM5F-OKS6 | MO-1D0H-5262-Q6K7 |
| MO-7H5P-PPHQ-SQFY | MO-K6KB-JVG3-6XPG |
| MO-YTP5-SD2L-PG57 | MO-J6W9-Y40J-LXQ0 |

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## Righteous Wrinkles

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

DESIGN  
CODES  
FOR  
BODY

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

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## Nevi Goddess

- 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

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## Psoriasis Swagger

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

- MO-VC9X-SOG8-85WW
- MO-K6JK-8KP8-WWQV
- MO-1D34-JBBC-DW6Q
- MO-RXB0-7JG0-54GY

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## En Vogue Eczema

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

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

DESIGN  
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# Rockin' Rosacea

- MO-MX75-1TYD-DQWG
- MO-XGFV-NX4J-0P2G
- MO-BYJW-11YV-053B
- MO-G36Q-5X7K-JQ3V

- MO-YQTY-247P-FQ17
- MO-TC7R-HP34-55JL
- MO-WKQG-GR0W-CQ8S
- MO-TR8C-6BNH-QJW0

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## Poppin Prosthesis

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-TGQB-4L9X-YMSR  
MO-XQX3-2TT4-QTVG

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## Pigmentation Power

MO-VIQP-2YN1-TJ37  
MO-TPJP-Y3P0-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

DESIGN  
CODES  
FOR  
BODY

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

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## Tummy Stretch Slay

MO-WS2J-D1PB-55S6  
MO-0H6R-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

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## Stretch Mark Slay

- MO-9T63-XQP8-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

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## Cesarean Chic

- MO-KLCX-149X-JXNM
- MO-BJ0W-W1MM-GMQK
- MO-0V2V-536V-LTJ4
- MO-0LMP-YKHK-RCGD

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

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## Beautiful Arm Burn

- MO-YQ16-LGNT-31TN
- MO-LS00-8SH4-601P
- MO-KVGH-50NC-SQML
- MO-66GN-BGQ5-1LSS

- MO-QCWH-WN16-2XFW
- MO-6372-DKX0-QKJC
- MO-L5DB-CH84-CSJ8
- MO-FY2H-QJD7-5J1G

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## Beautiful Leg Burn

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

DESIGN  
CODES  
FOR  
BODY

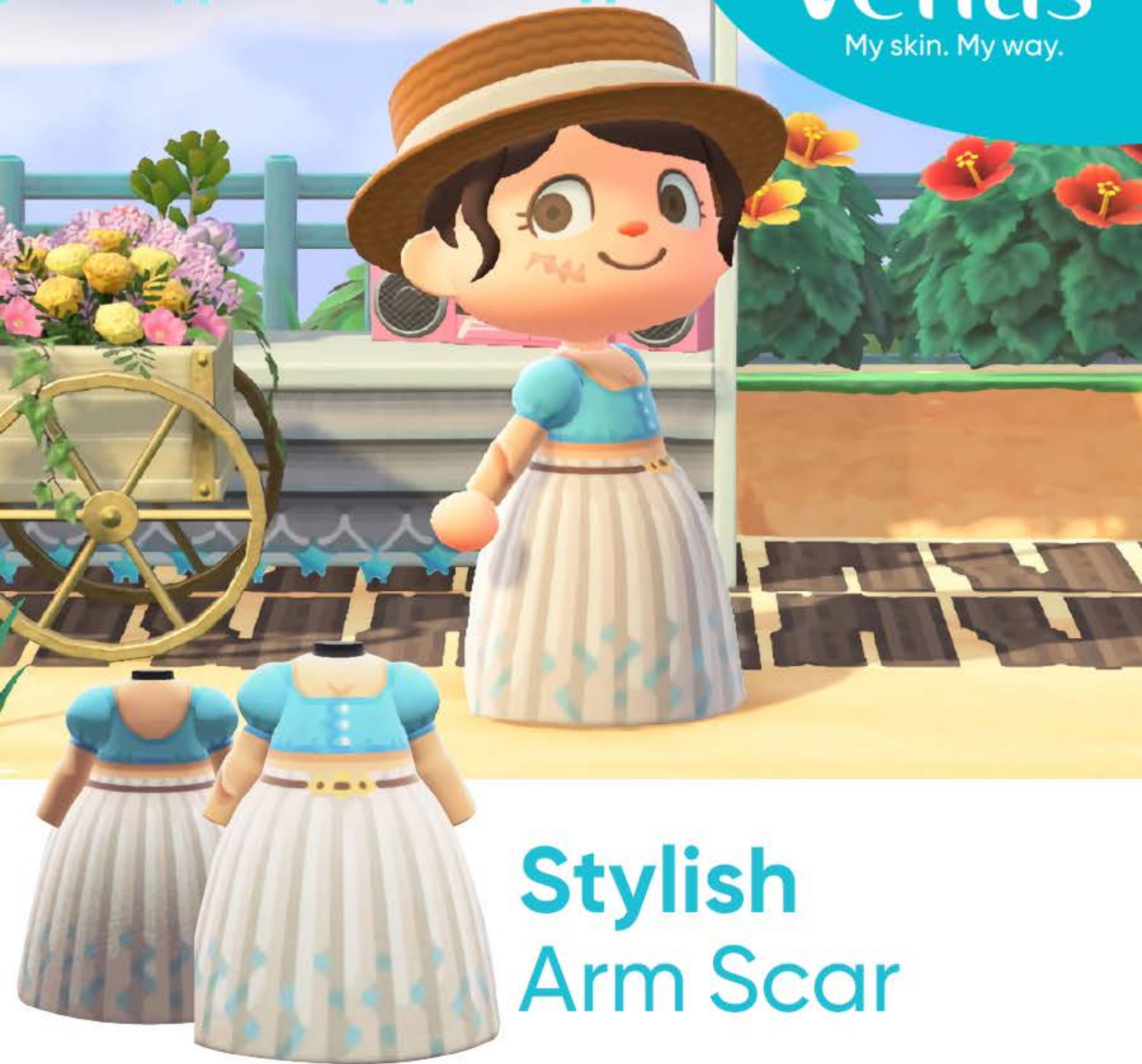
MO-BQ83-QKWQ-HR4Y  
MO-B26W-QCFX-S9JB  
MO-GXRR-GL0F-9649  
MO-599R-L638-L00P

MO-8QWB-11GM-W08N  
MO-N76S-2PRF-D2HP  
MO-M9VC-K7JC-8366  
MO-QMYC-SLSF-W5P4

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## Stylish Arm Scar

MO-829L-LB9W-4D61  
MO-MJ80-KJPB-DCSW  
MO-T5CG-DVRD-SVXJ  
MO-8QT8-YX48-4TMM

MO-GNS8-JB9F-03KM  
MO-GS19-CPX6-98JR  
MO-4G0J-NRQC-VQ98  
MO-2HY1-6KN1-30HJ

DESIGN  
CODES  
FOR  
BODY

MO-JVYP-PTB2-95D2  
MO-JFG6-D286-NMNH  
MO-HRLV-4SXH-4HHR  
MO-1GRM-THOJ-N2H0

MO-43CX-28XH-WBCG  
MO-MJ6P-T8KB-FCJP  
MO-8P9F-HYJC-GDJW  
MO-VTPD-1X1B-M4S7

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## Stylish Leg Scar

MO-5LC1-55F8-T6BH  
MO-CM6S-3V1P-P2FJ  
MO-P446-MSQ8-73W0  
MO-S7T3-LWSJ-29W2

MO-49ND-T6SX-RLVN  
MO-B9QL-7WS8-4RXD  
MO-3X7C-5RB5-GP7L  
MO-L99N-868R-8WGT

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## Back it Up Tat

- MO-FDBP-79H3-2W11
- MO-9763-60TK-83LB
- MO-183C-RDXT-99GF
- MO-XDQC-36B9-FQ59

- MO-65NV-RNHM-9SX4
- MO-JGQP-3QL3-77QY
- MO-4NJC-5H7M-CX2D
- MO-FQSW-FV08-6DP4

DESIGN  
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## Arm Flex Tat

- MO-77LT-KKQT-155R
- MO-GLTK-0QMR-HKNS
- MO-H082-7595-737Q
- MO-0QKY-XLV4-T3VG

- MO-9T5N-J6DY-75KP
- MO-TSS2-9D08-DH7B
- MO-JQ3K-9H29-VFBX
- MO-TK2V-DS93-62LC

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## Leggy Tat

- MO-GLYN-RMP5-78CV
- MO-J1Y5-P89P-LVRC
- MO-JKP0-DJKQ-FCCV
- MO-F6YF-VP3J-810G

- MO-G3L7-FHKM-CWDN
- MO-K72D-RHC8-DTJC
- MO-0D3F-SGX5-5D0L
- MO-6S60-BNG1-11Q0

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## Bodacious Body Tat

- MO-7371-CRRW-2RMY
- MO-CNTX-5TST-3PDD
- MO-4P4L-56T1-FX5W
- MO-VKKM-RDB7-HJWV

- MO-HK8T-WVHB-PJXT
- MO-KYFB-H34S-BMF4
- MO-RNY7-LQDD-8KLL
- MO-QYLR-QBW4-ST7C

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## Arm Hair Hype

- MO-4F1D-YY48-F5WN
- MO-S6S3-XPJV-TQ22
- MO-JDFF-H10S-PB21
- MO-BBCG-VFD9-0X2K

- MO-0THT-SPK8-78NY
- MO-3LHB-VK3K-JQQW
- MO-G32P-39S2-GBR5
- MO-BRDC-DC7F-YJKJ

DESIGN  
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