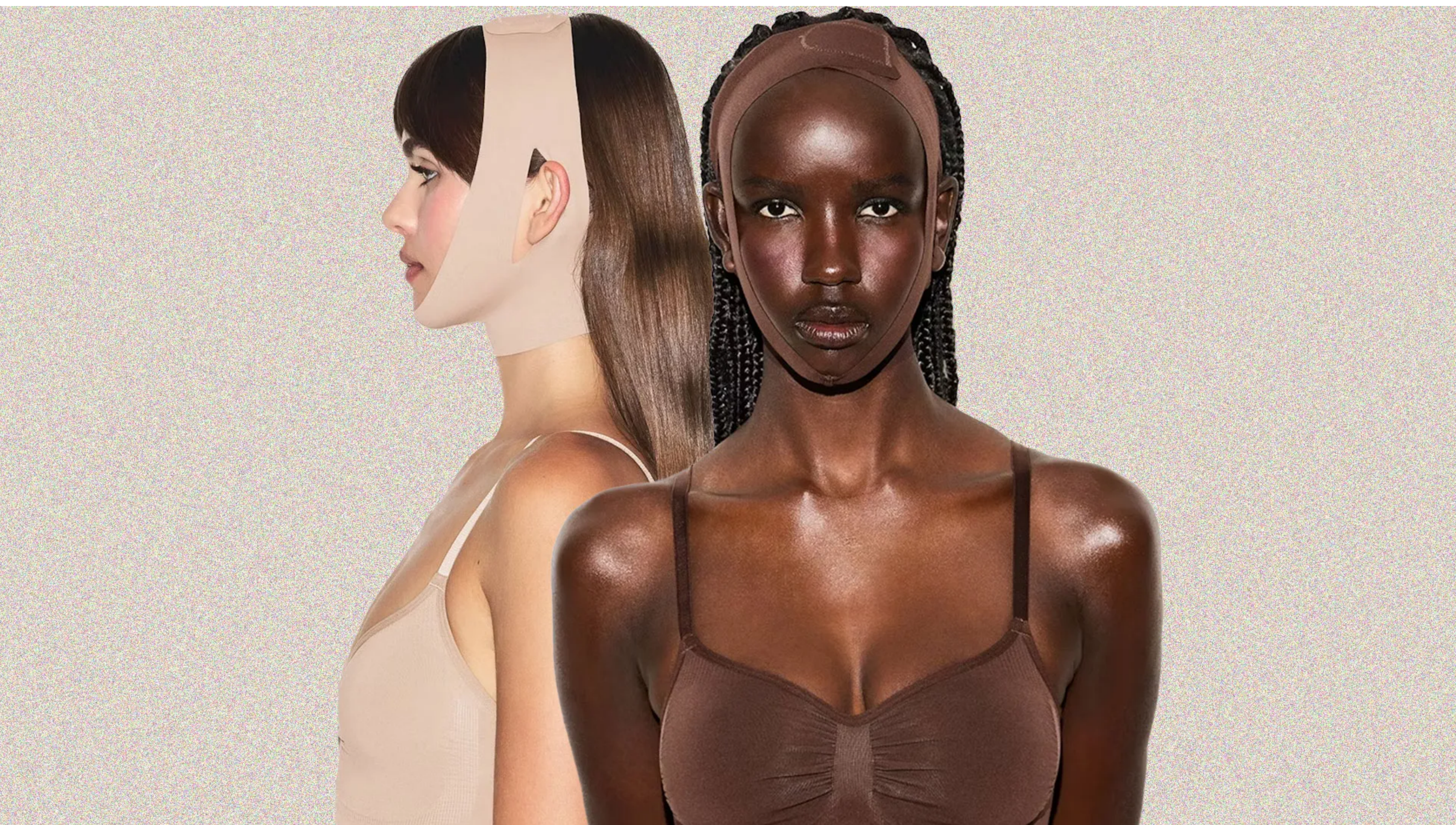




Courtesy of Skims

SKINCARE

Skims face wraps, contour and buccal fat removal: when will the war on round faces end?

Kim, let the round-faced girlies live.



BY FIONA EMBLETON

31 July 2025

To be or not to be, that is the question – at least it is when it comes to our round faces now that Kim Kardashian's Skims has found a new body part to squeeze and shape.

This week, the brand unveiled a £52 Seamless Sculpt Face Wrap, a new addition to its shape wear line, which is like a face bra 2.0. With its velcro closures on the top of the head and back of the neck, the contraption essentially shrink wraps your chin, jawline and cheeks in polyamide (which is, apparently, also infused with “collagen yarn”, whatever that is).

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