

# sloobie

## Sloobie Launches Summer Ski Club at Regent Street's SOOO- the World's First Female-Focused Sports Store

*Where slopes meet soho: sloobie brings the spirit of ski season to summer in a first-of-its-kind celebration of women in sport and style*



**June. London:** This June, premium skiwear brand [Sloobie](#) invites fashion-forward athletes and sport-loving style seekers to experience the slopes like never before – in the heart of a British summer.

On Wednesday 26th June, Sloobie will unveil the Summer Ski Club, an irreverent, alpine-inspired installation that redefines seasonality and celebrates women in sport. Set within Space of Our Own (SOOO) on Regent Street – the world's first female-focused sports store – the activation blends ski culture with high summer energy, transforming the city's most iconic shopping street into a space where après-chic meets athletic innovation.

Founded by 24-year-old entrepreneur Renee Fraser-Shepherd, Sloobie is already known for fusing integrated shapewear with high-performance base layers, creating technical ski garments worn by Olympians, influencers and even Gwyneth Paltrow. The Summer Ski Club continues this disruptive spirit, giving skiwear a surprising new stage in summer.

With over 1.18 million women in the UK hitting the slopes each year and global female participation in winter sports on the rise, Sloobie is tapping into a growing audience hungry for gear that works as hard as it wears. Research shows that 88% of women struggle to find base layers designed for them, and over 53% say poor fit and style impacts their confidence and performance on the slopes.

Sloobie's presence within SOOO marks a powerful alignment of mission and message. Both brands are committed to elevating women in sport- Sloobie through innovative, body-aware design, and SOOO through a bold new retail concept that prioritises inclusivity, performance, and female empowerment. Backed by Mastercard and The Crown Estate, the store offers a rare platform for female-founded brands in an environment purpose-built for women.

With a £1 million shopfit and average footfall of 60,000 people a day, it's set to become one of the most visible retail spaces in the capital– and a bold new platform for female-founded brands like Sloobie.

Guests attending the Summer Ski Club activation can expect a playful, alpine-style takeover of SOOO's interiors, complete with exclusive previews of Sloobie's best-selling shapewear base layers. The event will feature curated press and influencer moments that celebrate female-led innovation in sport, all

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set against the backdrop of a bold, social-first campaign that brings skiing back into the cultural spotlight — in June.

“Sloobie was inspired by my own love of skiing and the belief that women deserve base layers that make them feel confident, stylish and strong. The Summer Ski Club is such an exciting moment — it brings that vision to life in a bold, playful way, right in the heart of summer. Launching inside SOOO, a space created for women by women, feels incredibly special and personal to me.” Renee Fraser-Shepherd, Founder & CEO, Sloobie

This activation marks a pivotal moment for Sloobie, as the brand gears up to expand into women’s rugby and football with the launch of Sloobie Sport – a new arm of the business tackling the gender gap in base layer design across other seasonal sports.

-ENDS-

For press enquiries, interviews or images, **please contact:**

## Notes to editor:

Sloobie is a disruptive, female-founded skiwear brand combining technical base layers with integrated shapewear—designed specifically for women. Launched in 2022 by 24-year-old Renee Fraser-Shepherd, the brand fills a clear gap in the market: high-performance ski gear that fits and flatters the female form without compromising on function.

Endorsed organically by Olympians and celebrities including Gwyneth Paltrow, Sloobie has already partnered with global names like Flexjet, grown DTC sales by over 150% year-on-year, and secured premium retail placements including Fenwick and the new SOOO store on Regent Street. Now preparing to expand into women’s rugby and football through its sister brand, Sloobie Sport, the company is scaling with purpose, innovation and a clear eye on underserved women in sport.

## About the Founder

Sloobie was founded in 2022 by Renee Fraser-Shepherd, a fashion-obsessed skier who set out to transform the base layer market after struggling to find technical skiwear that felt flattering, stylish and functional. Combining shapewear with high-performance materials, Renee spent two years perfecting the product while holding down a full-time job — building a brand designed to make women feel strong, sexy, and comfortable on the slopes and beyond.

Website: [www.sloobieskiwear.com](http://www.sloobieskiwear.com)

Instagram: [www.instagram.com/sloobieskiwear](https://www.instagram.com/sloobieskiwear)