

# Popular Women's Modern Loungewear Brand Acquired in A Milestone Deal Brokered by Website Closers

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TAMPA, FL, UNITED STATES, June 2, 2025 /EINPresswire.com/ -- [Skivys](#)

[Femme](#), a rapidly growing brand renowned for redefining women's loungewear, has been successfully acquired in a strategic sale facilitated by [Website Closers](#), the world's largest Tech & Internet business brokerage. The transaction was managed by seasoned broker Eric Pittman, who helped unite two synergistic brands under one unified vision for the evolution of women's fashion.

“

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Skivys Femme - Disrupting the Comfortwear Category Launched by entrepreneur Kelly Degnan, Skivys Femme quickly carved a niche in the market with its signature Goddess Gown, a fashion-forward loungewear dress featuring a built-in bra, breathable fabrics, and practical pockets. The brand's innovative Femme Fit inner layer technology—designed for all-day support without the need for undergarments—set a new standard for modern-day comfort wear.

The undisclosed buyer, who also owns another thriving women's athletic wear company, saw powerful alignment

between the two brands and has brought Kelly Degnan on board full-time as a key figure in the brand's next chapter. This partnership signals a bold expansion into adjacent categories, combining the comfort and versatility of Skivys with the performance-focused ethos of athletic apparel.

“From the start, it was clear that Skivys Femme was more than just a loungewear line—it was a movement,” said Eric Pittman, veteran broker at Website Closers. “The brand's impressive

traction, loyal customer base, and unique value proposition made it a prime acquisition target. This transaction was especially rewarding because the buyer didn't just acquire a business—they gained a visionary in Kelly.”

#### A Modern Female Loungewear Vision Continues with New Momentum

Degnan, whose background in fashion and brand development fueled Skivys' growth, is equally excited about the future:

“I built Skivys for women like me—those who wanted to feel confident, supported, and stylish without sacrificing comfort. To be part of a larger mission with a company that shares those same values is incredibly exciting. I'm thrilled to continue the journey in this new capacity.”

The transaction underscores a growing trend in the DTC (Direct-to-Consumer) fashion space, where strategic acquisitions drive category expansion, cross-brand synergies, and broader customer reach. With SkivysFemme at the creative helm and a powerhouse team behind the scenes, the newly acquired brand is well-positioned for long-term growth.

Congratulations to all parties on this meaningful and successful transaction!

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#### ABOUT WEBSITE CLOSERS

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