

# KENDALL + KYLIE





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# KENDALL & KYLIE

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## The Most Stylish Sisters In Hollywood-

Kendall and Kylie Jenner have quickly established themselves as unique personalities and multi-talented superstars within the social, fashion, and beauty communities. With a combined social following of more than **622 million** fans globally, Kendall and Kylie are two of the most popular icons of this generation.

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# KENDALL

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**Kendall Jenner** has successfully bridged the gap between mainstream entertainment and the elite fashion world.

She has garnered respect from the most prominent personalities and houses in the fashion - and in 2017 became the World's Highest-Paid Model on the Forbes.

**The timeless beauty** is a favorite of high-end designers like Karl Lagerfeld and Marc Jacobs, not to mention top editors such as Vogues Anna Wintour and Love Magazines Katie Grand. Kendall has collaborated with many renowned photographers amongst which are David Sims, Mert & Marcus, Mikael Jansson and Patrick Demarchelier.

**Throughout her career** she is already considered a trusted expert, chosen by selected luxury brands for major campaigns and partnerships. Her powerful influence and undeniably valuable social authority will only continue to grow with her career..



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# KYLIE

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**Kylie Jenner** is the youngest of the Kardashian-Jenner empire and has demonstrated her ability to set trends through her unique, edgy personal style. She is a red carpet starlet and a marketing phenomenon, taking the world by storm with the wild success of Kylie Cosmetics. She was recently named the youngest self-made billionaire of all time by Forbes.

**She has been referred to as the most influential** of all her sisters, while her impact has skyrocketed among millennial consumers as well as global social media community. Kylie was the Spring/Summer 2018 cover of LOVE magazine, photographed by her sister Kendall. She has also graced the covers of Cosmopolitan, Elle, Glamour, Interview, Complex, Paper Magazine, and Marie Claire.

**Named one of TIME Magazine's** most influential young figures for two years consecutively - alongside her sister Kendall



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# KENDALL & KYLIE

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## BRAND POSITIONING



ARMANI EXCHANGE

**DKNY**  
DONNA KARAN NEW YORK

**KENZO**

NINE WEST



**Dezigual®**

**GUESS**

BCBGMAXAZRIA

MICHAEL KORS

CHARLES & KEITH



**KENDALL + KYLIE**

**bebe**

**ALDO**



MARCIANO



# AUDIENCE

By designing for their own lifestyle and tastes, and identifying with the women they inspire, the KENDALL + KYLIE brand serves an ambitious audience of taste makers who appreciate authentic style and who have influence among their immediate peers and social groups. They are social media followers and savvy web users who follow fashion trends.

*Kendall + Kylie*

- **Juniors (Ages 12-23):** Aspirational young girls that avidly follow Kendall and Kylie across social media channels, looking to emulate their LA style and sensibility.

## KENDALL + KYLIE

- **Contemporary (Ages 18-25):** The KENDALL + KYLIE brand attracts an audience that have followed the girls from spirited teenagers to becoming powerful, influential young business women - representing our largest demographic.

- **Largest Growth Opportunity (Ages 23-45):** The product attracts an emerging contemporary audience that appreciates quality at a price point and is looking for current trends and something a step up from fast fashion.



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# KENDALL & KYLIE

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## GLOBAL RETAIL PARTNERS

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REVOLVE

*Neiman Marcus*

NORDSTROM

*Saks Fifth Avenue*

bloomingdales

**shopbop**

LUISAVIAROMA

HARVEY NICHOLS



**SELFRIDGES & CO**

BEYMEN

*Ron Herman*

FOREVER 21

OVS

ARDENE

★ macy's

**Buckle**

USA

Canada

Mexico

Australia

New Zealand

Italy

Greece

Cyprus

United Kingdom

Spain

Ireland

Turkey

Germany

Poland

Bulgaria

Russia

Switzerland

Hong Kong

China

Singapore

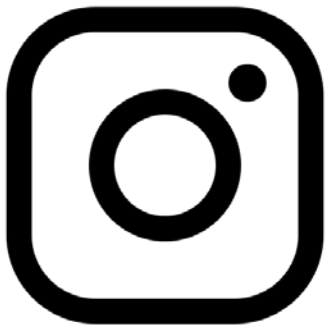
Indonesia

Thailand

Malaysia

Philippines

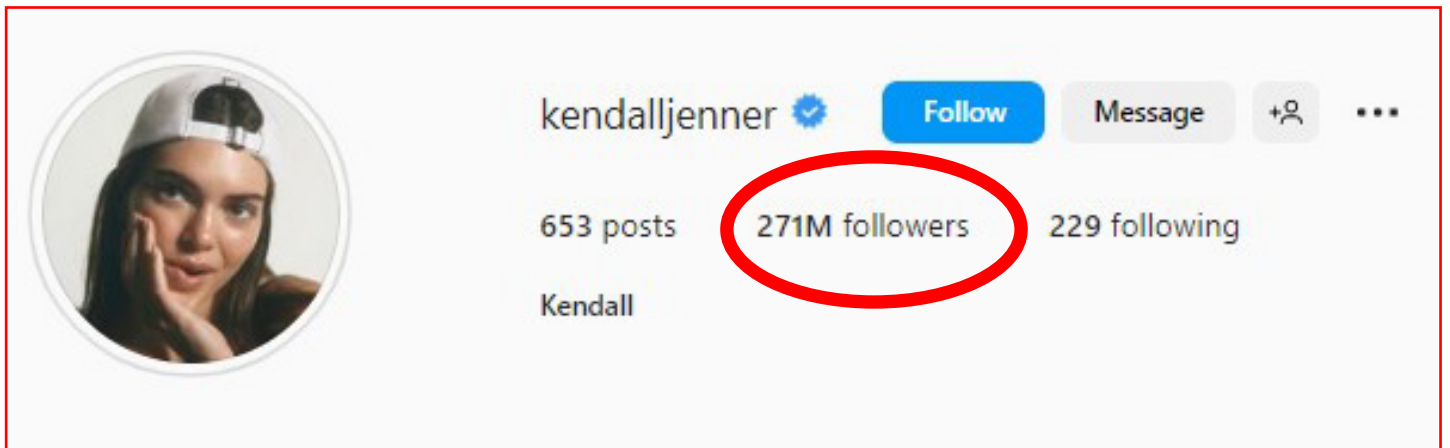
Austria



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# KENDALL & KYLIE

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Instagram profile for kendalljenner. The profile picture shows Kendall Jenner wearing a white baseball cap. The bio is "Kendall". The follower count "271M followers" is circled in red.

Username	Verified	Follow	Message	Posts	Followers	Following
kendalljenner	✓	Follow	Message	653	271M	229



Instagram profile for kyliejenner. The profile picture shows Kylie Jenner. The bio includes "Kylie" with a heart icon, and links to "@kyliecosmetics", "@kylieskin", "@kylieswim", "@kyliebaby", and "kyliecosmetics.com". The follower count "378M followers" is circled in red.

Username	Verified	Follow	Message	Posts	Followers	Following
kyliejenner	✓	Follow	Message	7,034	378M	91

**KENDALL & KYLIE JENNER**

**COMBINED FOLLOWERS**

**NOW EXCEEDS**

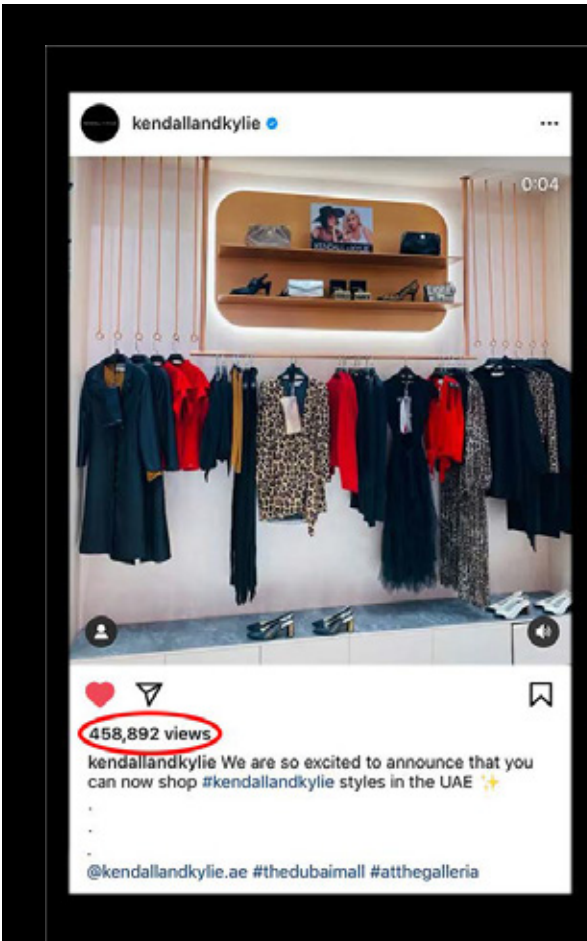
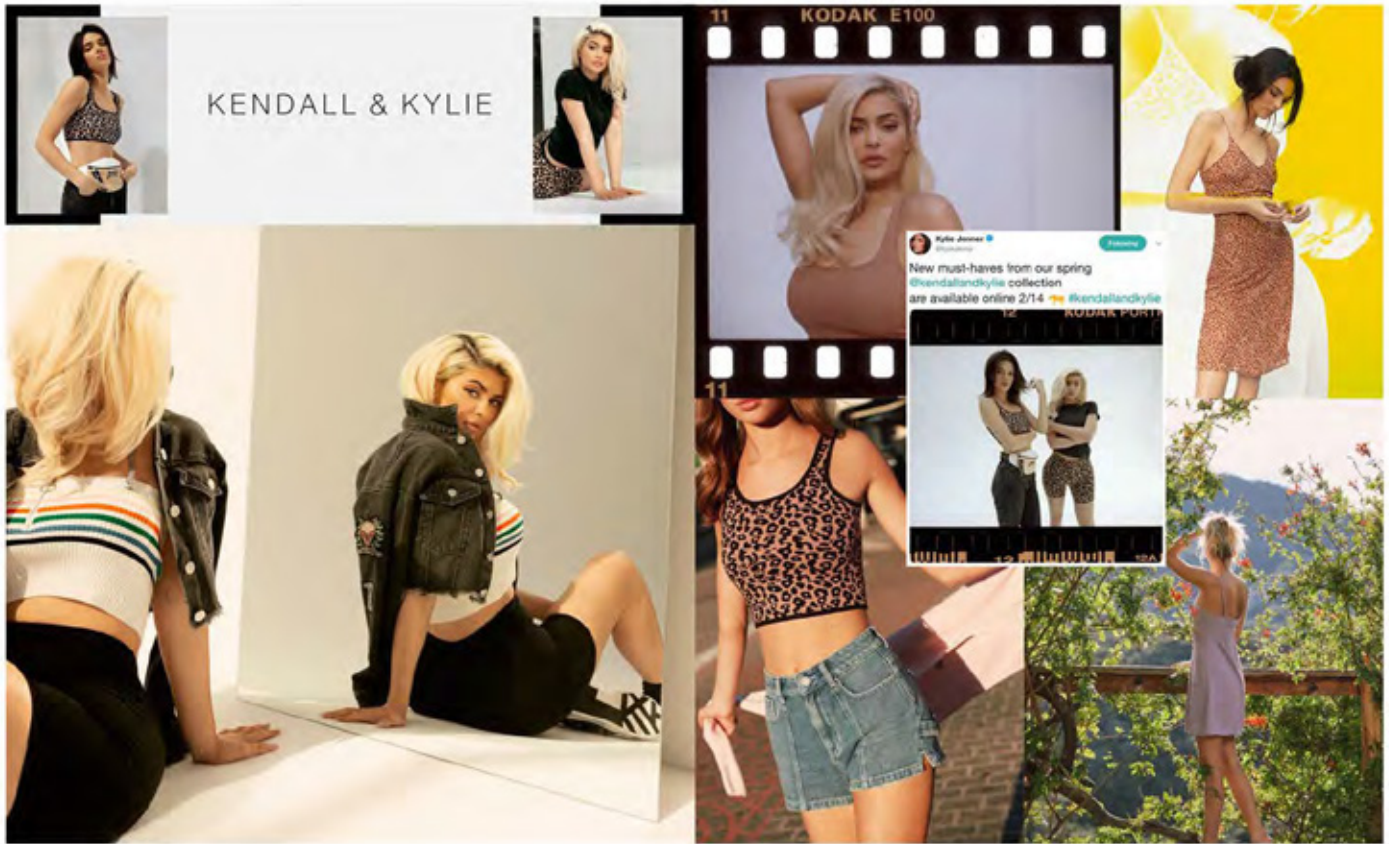
**649 MILLION**

**FOLLOWERS**



# KENDALL & KYLIE

## LAUNCH SUPPORT



**KENDALL + KYLIE**

**OFFICIAL PAGE**

**@kendallandkylie**

**458,892 VIEWS**

kendallandkylie We are so excited to announce that you can now shop #kendallandkylie styles in the UAE 🌟

@kendallandkylie.ae #thedubaimall #atthegalleria



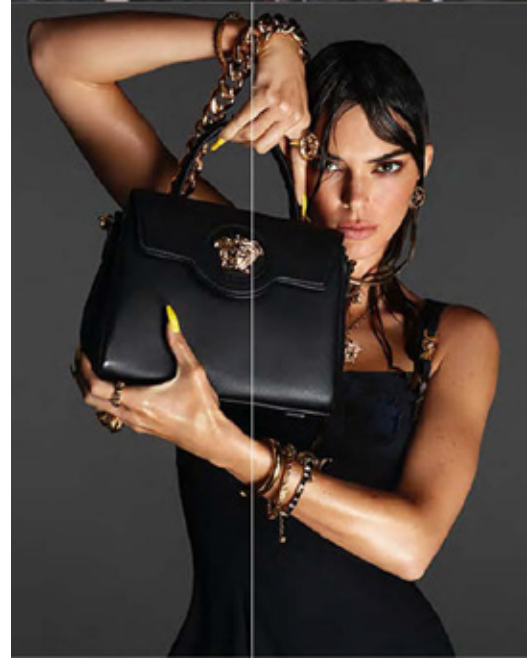
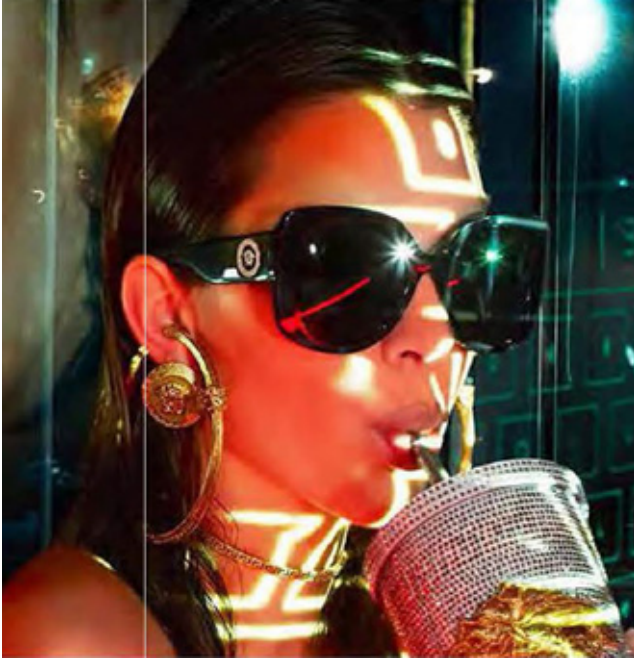
**SHOUT OUT**



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# KENDALL & KYLIE

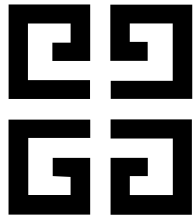
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KENDALL FACE OF  
VERSACE



KYLIE WEARING VERSACE  
TO MET GALA



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# KENDALL & KYLIE

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## GIVENCHY



## KENDALL **FACE OF** GIVENCHY



## KENDALL WEARING GIVENCHY TO MET GALA



**BURBERRY**  
LONDON

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# KENDALL & KYLIE

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**KENDALL COLLABORATION WITH BURBERRY**

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# PRADA KENDALL & KYLIE

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PRADA COLLABORATING WITH  
KENDALL IN RUNWAYS & MET GALA



MICHAEL KORS

# KENDALL & KYLIE





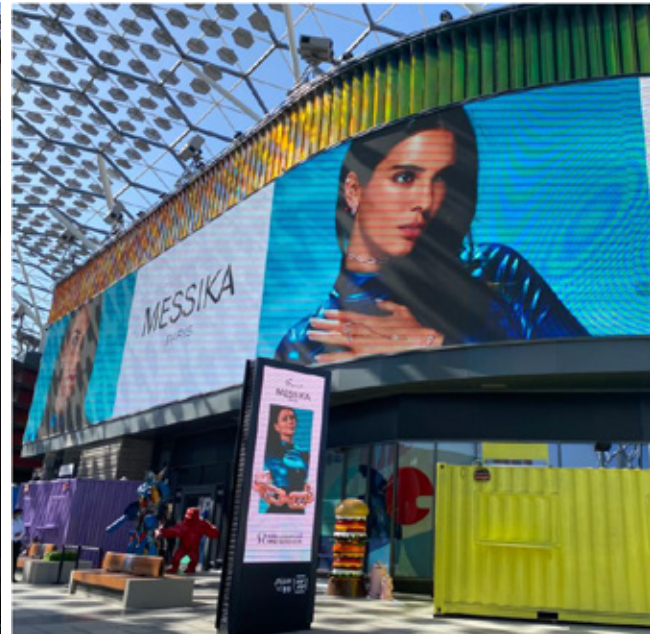
MESSIKA  
PARIS

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# KENDALL & KYLIE

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KUWAIT, QATAR, UAE, KSA, OMAN, JORDAN



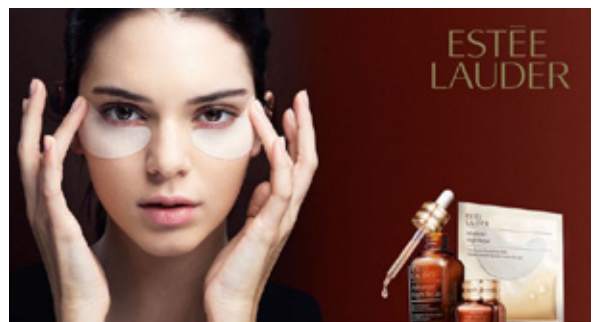
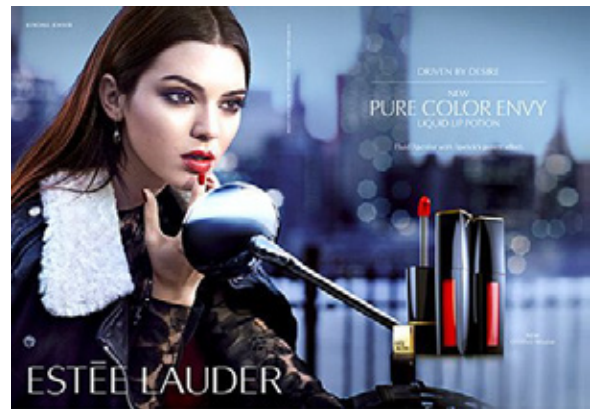
KENDALL JENNER IS THE NEW FACE  
FOR MAISON MESSIKA'S  
RECENT CAMPAIGN





# KENDALL & KYLIE

ESTÉE LAUDER







pepsi

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# KENDALL & KYLIE

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## PEPSI COMMERCIAL STARRING KENDALL





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# KENDALL & KYLIE

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beats by dr. dre

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# KENDALL & KYLIE

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Beats x Balmain





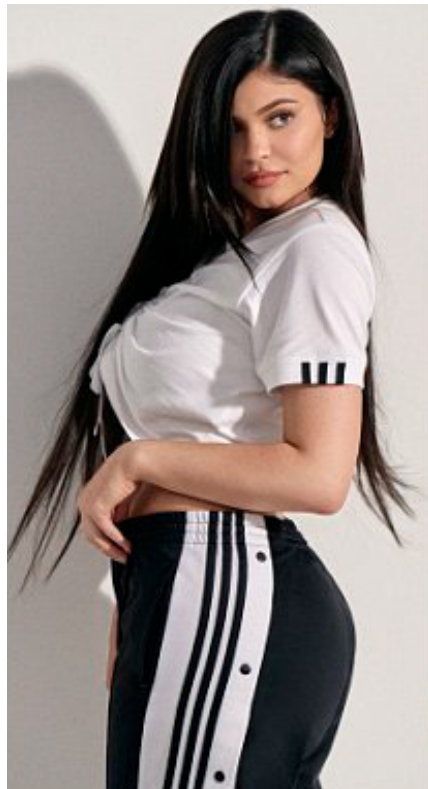
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# KENDALL & KYLIE

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## KENDALL & KYLIE *LIFE TIME AGREEMENT* WITH ADIDAS

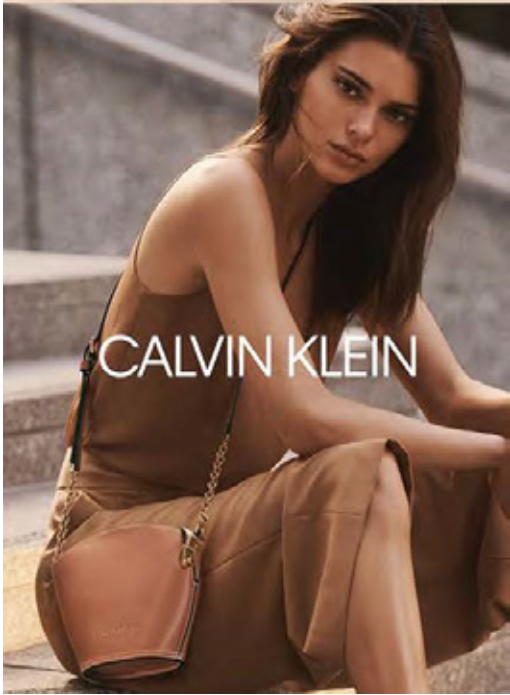




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# KENDALL & KYLIE

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**CALVIN KLEIN COLLABORATING WITH  
KENDALL AND KYLIE  
TO GET MORE EXPOSURE**



# KENDALL & KYLIE

## COVER OF MAGAZINES



Forbes

HOLLYWOOD & ENTERTAINMENT • EDITORS' PICK

## Highest-Paid Models Kendall Jenner Leads With \$22.5 Million

Natalie Robehmed Forbes Staff

Follow



Forbes

BILLIONAIRES

## Kylie Jenner Is Still The Youngest Self-Made Billionaire In The World

Chase Peterson-Withorn Forbes Staff

Follow



## INSTA-RICH

THE WORLD'S HIGHEST-PAID MODELS  
HAVE TURNED DIGITAL FAME  
INTO DOLLARS

**#1: KENDALL JENNER**  
JOINED LIST IN 2015  
2016 EARNINGS: \$10M  
INSTAGRAM FOLLOWERS: 64.5M



**#17: BARBARA PALVIN**  
FIRST YEAR ON LIST  
2016 EARNINGS: \$4M  
INSTAGRAM FOLLOWERS: 3.7M



**#17: TAYLOR HILL**  
FIRST YEAR ON LIST  
2016 EARNINGS: \$4M  
INSTAGRAM FOLLOWERS: 4.5M



**#17: JASMINE TOOKES**  
FIRST YEAR ON LIST  
2016 EARNINGS: \$4M  
INSTAGRAM FOLLOWERS: 1.2M



**#17: LILY ALDRIDGE**  
FIRST YEAR ON LIST  
2016 EARNINGS: \$4M  
INSTAGRAM FOLLOWERS: 4.2M



**#5: GIGI HADID**  
FIRST YEAR ON LIST  
2016 EARNINGS: \$9M  
INSTAGRAM FOLLOWERS: 22.1M



**#7: CARA DELEVINGNE**  
JOINED LIST IN 2014  
2016 EARNINGS: \$8.5M  
INSTAGRAM FOLLOWERS: 33.2M



1 2 3 4 5 6 7 8 9 10

INSTAGRAM  
COUNT  
AS OF AUG. 2016

Forbes

## FORBES 10 YOUNGEST BILLIONAIRES IN THE WORLD

#	AGE	NAME	NET WORTH
#1	22	Kylie Jenner	\$1.0 Billion
#2	23	Alexandra Anderson	\$1.1 Billion
#3	24	Katharina Andersen	\$1.1 Billion

FORBES WORLD'S BILLIONAIRES LIST

MEET THE  
WORLD'S 10

# Youngest Billionaires

