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Kendall Jenner

Kendall Nicole Jenner (born November 3, 1995)^[3] is an American model and media personality. She is best known for her role in the reality television show *Keeping Up with the Kardashians*.

After working in commercial print ad campaigns and photoshoots, Jenner had breakout seasons in 2014 and 2015, walking the runways for high-fashion designers during the New York, Milan, and Paris Fashion Weeks. Jenner has done multiple editorials and cover shoots for *LOVE* and various international *Vogue* editions, walked for *Victoria's Secret*, and acts as brand ambassador for *Estée Lauder's*^[4] multimedia ad campaigns.

Jenner made her debut at No. 16 on *Forbes* magazine's 2015 list of top-earning models, with an estimated annual income of US\$4 million.^[5] In 2017, Jenner was named the world's highest-paid model by *Forbes*.^[6]

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Early life

Jenner was born in Los Angeles, California, to retired *Olympic* decathlete champion *Caitlyn Jenner* and television personality *Kris Jenner*.^[a] Jenner's middle name was a tribute to Kris' best friend *Nicole Brown Simpson*, who died just before Jenner was conceived.^[8]

Jenner was raised in a *stepfamily* with a younger sister, *Kylie*, and eight half siblings.^[9] Jenner is half sister to Burt and Casey Lynn Jenner^[9] through Caitlyn and first wife Christie Crownover. Through Caitlyn and second wife *Linda Thompson*, Jenner is half sister to indie pop singer *Brandon* and *The Hills* actor *Sam "Brody" Jenner*.^[9] Through Kris, Jenner is half sister to reality television celebrities *Kourtney*, *Kim*, *Khloé*, and *Rob Kardashian*.^[10]

Jenner was raised with her sister and the Kardashians in *Calabasas*, an upscale suburb west of Los Angeles. Jenner attended *Sierra Canyon School* before switching to *homeschooling* in order to pursue modeling.^[11] She graduated in 2014.^[12]

Modeling

2009–2013: Early work

Jenner began modeling at age 14 when *Wilhelmina Models* signed her on July 12, 2009.^[13] Cinematographer *Nick Saglimbeni* directed the photoshoot for Jenner's *Wilhelmina* portfolio.^{[14][15]} Jenner's first modeling job was the *Rocker Babes with a Twist* campaign for *Forever 21* in December 2009 and January 2010.^{[16][17]} Jenner featured in a *Teen Vogue* Snapshot on April 19, 2010.^[18] In September 2011, Jenner walked for *Sherri Hill* during *Mercedes-Benz Fashion Week*.^{[19][20]} By the end of 2012, Jenner had covers on *American Cheerleader*,^{[21][22]} *Teen Prom*,^[23] *Looks, Raine*,^[24] *GenLux*,^[25] *Lovecat*,^[26] and *Flavour Magazine*.^[27] and booked campaigns for White Sands Australia,^[28] Leah Madden,^[29] and *Agua Bendita*.^[30]

Kendall Jenner



Jenner in May 2017

Born	Kendall Nicole Jenner <div>November 3, 1995</div> Los Angeles, California, U.S.
Occupation	Fashion model · media personality
Years active	2007–present
Parent(s)	Caitlyn Jenner (né Bruce Jenner; father) <p>Kris Jenner (mother)</p>
Relatives	Kylie Jenner (sister) <p>Kourtney Kardashian (half-sister)</p> <p>Kim Kardashian (half-sister)</p> <p>Khloé Kardashian (half-sister)</p> <p>Rob Kardashian (half-brother)</p> <p>Brandon Jenner (half-brother)</p> <p>Brody Jenner (half-brother)</p> <p>Burt Jenner (half-brother)</p>
Modeling information	
Height	5 ft 10.5 in (1.79 m) ^[1]
Hair color	Brown ^[1]
Eye color	Brown ^[1]
Agency	The Society Management (New York) <p>Elite Model Management (Paris, Milan, London)^[2]</p>

In November 2012, Jenner teamed with Victoria's Secret photographer [Russell James](#) for editorial work and joint projects. Over the course of 2013 and 2014, their work together surfaced in *Kurv*,^[33] *Miss Vogue Australia*,^[32] and *Harper's Bazaar Arabia*.^[33] Jenner featured in James' *Nomad Two Worlds: Australia* book launches in [Sydney](#),^[34] and [Los Angeles](#). Jenner's editorial work signaled a change of direction to high fashion, and Jenner signed with [The Society Management](#) on November 21, 2013.^{[35][36]}

2014–present



Kendall Jenner at the 2014 Cannes Film Festival

Jenner walked her first Society Management bookings for Marc Jacobs, Giles Deacon, Givenchy, Chanel, Donna Karan, Diane von Fürstenberg, Tommy Hilffiger, Fendi, Ports 1961, Bottega Veneta, Pucci, Dolce & Gabbana; Sonia Rykiel, and Balmain.^[37] Jenner participated in two Chanel public relations events in 2014: one, a feminist rally-themed Chanel event;^[38] and two, the company's Metiers D'Art in Salzburg.^[39] Jenner shot covers and editorials for *Interview*,^[40] *LOVE*,^[41] and *Teen Vogue*.^[42] Jenner was cast in campaigns for Givenchy^[43] and a December-themed *LOVE* advent calendar promotion with Doug English.^[44] In November 2014, Jenner became an official Estée Lauder representative.^[45] Jenner was hailed as "the 'It Girl' of the season" by *LOVE* editor [Katie Grand](#).^[41]

In 2015, Jenner walked for Chanel, Alexander Wang, Diane von Fürstenberg, Donna Karan, Vera Wang, Michael Kors, Marc Jacobs, Oscar de la Renta, Giles Deacon, Fendi, N°21, H&M, Balmain, the annual Dosso Dossi Fashion Show in [Antalya](#), Turkey, Givenchy, [Elie Saab](#), and Ports 1961. Jenner took part in publicity campaigns for Balmain x H&M and walked in the 2015 [Victoria's Secret Fashion Show](#). Jenner shot covers and editorials with *Marie Claire Indonesia*, *Harper's Bazaar*, *GQ*, *Vogue China*, *LOVE*, and *Vogue* issues in Japan, France and America. Jenner featured in campaigns for Marc Jacobs, Karl Lagerfeld, Fendi, Balmain, Estée Lauder, a political campaign for [Rock The Vote/Independent Journal Review](#) voter registration, and a second *LOVE* advent calendar.^{[46][47]} Jenner signed contracts with [Calvin Klein Jeans](#) in March^[48] and [Penshoppe](#) in May.^[49]

In 2016, Jenner and [Cara Delevingne](#) were recreated as wax figures for [Madame Tussaud's](#) London Fashion Week Experience event.^[50] Jenner walked for Chanel, Diane Von Fürstenberg, Vera Wang, Michael Kors, Marc Jacobs,^[51] Fendi,^[52] Versace,^[53] Bottega Veneta, Balmain, Dior, Elie Saab, and Miu Miu. Jenner shot covers and editorials in *Vogue Brazil*, *W Korea*, *LOVE*, *Vanity Fair*, *V*, *Self Service Magazine*, and *Harper's Bazaar*.^{[54][55]} *Vogue's* editors devoted a special edition editorial supplement to Jenner in April.^{[56][57]} Jenner had campaign features for [Mango](#),^[58] CPS Chaps,^[59] Calvin Klein,^{[60][61]} [Rock The Vote/Independent Journal Review](#),^[62] and [Denimlab](#).^[63] Jenner announced her signing to Chilean retail chain [Paris](#).^{[64][65]} in April.

Jenner's 2017 campaign for La Perla caused some controversy when she had to cancel a previously scheduled appearance as a [Victoria's Secret](#) model due to her new affiliation with La Perla.^[66]

Jenner was named the world's highest-paid model of 2018 in the [Forbes](#) top-earning models list.

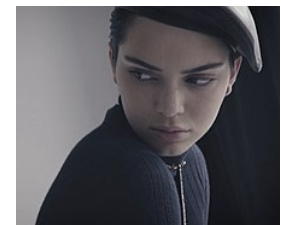
Other ventures

Business ventures

Jenner created two signature nail lacquers for the 2011 [Nicole by OPI](#) Kardashian Kolors nail polish line,^[67] for which the Jenner sisters eventually earned a combined US\$100,000 in endorsement profit.^[68] On March 16, 2012, the Jenner sisters were named Creative Directors of the *Gillette Venus Gets Ready with Kendall & Kylie Jenner* webisode series,^[69] which was originally aired on Gillette's Facebook page. In July 2013, the Jenner sisters formed a partnership with Pascal Mouawad's Glamhouse^{[70][71]} to create the *Metal Haven by Kendall & Kylie* jewelry collection. In February 2014, the Jenner sisters launched a shoe and handbag line under [Steve Madden's](#) *Madden Girl* line for Nordstrom.^{[72][73]}

The Jenner sisters previewed *The Kendall & Kylie Collection* with [PacSun](#) on November 15, 2012;^[74] the collection launched in February 2013. On February 3, 2015, the Jenner sisters confirmed *Kendall + Kylie* collaboration with [Topshop](#),^[75] which they unveiled in November 2015 at the [Chadstone Shopping Centre](#) in Melbourne, Australia.^[76] The collection launched in New York on February 8, 2016.^{[77][78]} On April 27, 2016, the Jenner sisters previewed a summer swimwear collection.^{[79][80]}

Beginning 2015, Jenner featured in a series of commercial ads for various products^[81] including Jenner's signature Pure Color Envy Matte Sculpting Lipstick. Jenner has also promoted various other non-signature products from the product line throughout the year. In February 2016, Jenner and beauty blogger Irene Kim became guest editors for the Estée Edit,^[82] accompanied by a signature Eyeshadow Palette.^[83]



Jenner posing for W Korea in 2017

In September 2015, each of the Jenner and Kardashian sisters released paid subscription mobile app websites in collaboration with [Whalerock Industries](#).^{[84][85]} Jenner's website was nominated for an [International Academy of Digital Arts and Sciences](#) 2016 [Webby Award](#) in April of that year.^[86] The Jenner sisters partnered with [Glu Mobile](#) to develop an app spinoff of *Kim Kardashian: Hollywood*.^[87] the *Kendall and Kylie* app launched February 17, 2016.^[88]

In 2016, Jenner began a career as a photographer, her first published work was photographing and styling Kaia Gerber, daughter of iconic supermodel [Cindy Crawford](#), for the sixteenth anniversary issue of *LOVE*.

On February 10, 2016, lawyers representing Jenner Inc. filed a \$10 million lawsuit against esthetic medical company Cutera at the [United States District Court for the Central District of California](#). Jenner's legal team objected to the company using her brand without authorization. Cutera had featured Jenner in ad campaigns for its Laser Genesis acne treatment.^[89] In May 2016, Jenner's attorneys dropped the charges.^[90]

In June 2017, Kendall and her sister, [Kylie](#), launched a line of "vintage" T-shirts on their website for their lifestyle brand, Kendall + Kylie. The shirts retailed at \$125 and featured logos or images of famous musicians or bands (Tupac Shakur, The Doors, Metallica, Pink Floyd, and The Notorious B.I.G.) with bright images or logos associated with the Jenners superimposed over them.^[91] The shirts were met with criticism from the public, as well as several cease and desist letters from the estates of the musicians and artists that were featured without permission. The photographer whose portrait of Tupac Shakur was used has since sued the Jenner sisters for [copyright infringement](#).^[92] The sisters pulled the shirts from their website and issued a joint apology, "to anyone that has been upset and/or offended, especially to the families of the artists."

Acting and reality television

Jenner began her reality television career in 2007 as a supporting actor in her blended family's E! program *Keeping Up with the Kardashians* and its subsequent related spinoffs *Kourtney and Khloé Take Miami*, *Kourtney and Kim Take New York*, and *Khloé & Lamar*. In 2010, Jenner was cast in boy band *One Call's* *Blacklight* video along with Ashley Benson and Kevin McHale.^[93] In 2012, Jenner appeared as AJ on the *Hawaii Five-O* episode "I Ka Wa Mamua".^[94] Jenner did voiceover for the character Strawberry in *The High Fructose Adventures of Annoying Orange* episode "Shakesparagus Speare", which aired on January 20, 2014. In August 2014, Jenner appeared in singer *PartyNextDoor's* video "Recognize" with sister Kylie Jenner and rapper *Drake*.^[95]

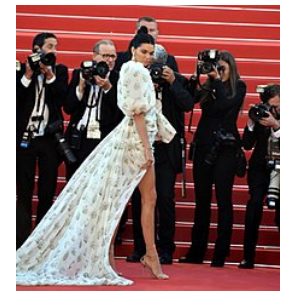
Jenner made a cameo appearance in the heist film *Ocean's 8*, which was released on June 8, 2018.^{[96][97]}

Writing

Seventeen magazine featured Kendall and Kylie Jenner as Style Stars of 2011^[98] and selected them as "Style Ambassadors" for the magazine.^[99] In 2014, the Jenner sisters co-authored novel *Rebels: City of Indra* with ghostwriter Maya Sloan.^[100] On May 24, 2016, the Regan Arts division of Phaidon Press announced that the Jenner sisters, Elizabeth Killmond-Roman, and Katherine Killmond created *Time Of The Twins* as a sequel to *Rebels: City of Indra*.^[101] to be released November 15, 2016.

Public image

Jenner was named as one of *People* magazine's 50 most beautiful people in the world on April 9, 2014.^[102] *Time* magazine named the Jenner sisters as two of the 30 Most Influential Teens, once in 2014^[103] and again in 2015.^[104] On December 16, 2014, Google named Jenner as the second most Googled model in the world.^[105] Jenner debuted at No. 2 on *FHM's* annual *100 Sexiest Women in the World* list at the end of April 2015.^[106] Tumblr named Jenner as its most reblogged model for 2015.^[107] In November 2017, *Forbes* listed Jenner as the No.1 highest-paid model in the world.^[108]



Jenner at the 2017 Cannes Film Festival

Impact of viral promotion upon fashion e-commerce

Jenner's rapid career ascent^[109] led *Dazed* magazine's editors to rank her top creative to watch out for in 2015 on their annual Dazed 100 list.^[110] Jenner collaborated with the editors on a *Mean Girls*-inspired "Burn Book" parody, which responded to her online critics^[111] and industry detractors.^[112] The video was later shortlisted on September 22, 2015, for the *International Academy of Digital Arts and Sciences'* annual Lovie Awards in the Internet Viral Video category;^[113]

The rapid ascension of the Instagirls has accelerated a decade-long reassessment of the interaction between fashion and mass consumption.^[114] Jenner's adeptness at connecting with Millennials online has given her access to a large demographic market, with the ability to segment her fanbase and find ideal clients. Designer Sally LaPorte claimed Jenner's approval of her line helped the designer key into the particulars of her ideal buyers.^[115] Former Calvin Klein Women's Creative Director Francisco Costa praised Jenner's social cachet: "Her social media reach is just incredible [...] As a house, you become part of the culture by embracing someone like her."^[116] Jenner's ongoing participation in Calvin Klein promotions have proven to be profitable, as parent company the Phillips-Van Heusen Corporation announced a 13% increase in Net Sales over the previous year's 1st quarter on May 26, 2016, with the financials also indicating a 10.5% increase in Revenue As Reported over the previous year's quarter, and a 20.1% increase in Constant Currency Earnings before Interest and Taxes over the previous year's quarter.^[117] According to CEO Emanuel Chirico, increased earnings reflect restructuring of the company's global creative strategy for Calvin Klein and its associated *#MyCalvins* ad campaigns.^[118]

Other brands have adapted in unique ways to the impact of high-profile influencers on their promotional efforts. Dear Frances footwear brand creative Jane Frances engineered an open-door branding strategy in such a way that her brand is able to successfully do promotional work either with or without influencer input.^{[119][120]} European ice cream company *Magnum* moved aggressively into online branding initiatives by featuring *Suki Waterhouse* and Jenner^[121] as company spokesmodels. Even in the absence of a sponsorship deal, Kendall's fashion choices can have massive impact, as seen by now cult fashion brand *Rat & Boa* who saw an enormous boost to sales when Jenner wore a pair of their shorts at the Coachella festival.^[122]

In the midst of these changes, tech entrepreneur Frank Spadafora designed his company's D'Marie app as a fashion industry-specific *Q Score* alternative in order to effectly measure the monetary imprint fashion influencers and brand ambassadors are able to attain. The app's deployment worked to Jenner's advantage; she ranked as D'Marie's #1 fashion influencer across all categories as of February 19, 2016,^[123] with the ability to earn between US\$125,000 and US\$300,000 for a single update to her social media platforms.^{[124][125]}

2017 Pepsi advertisement

Jenner was at the center of public scrutiny in April 2017 after starring in a commercial for Pepsi called "Live for Now". The commercial cast her in a role in which she used the beverage to make peace between police officers and protesters.^{[126][127][128]} This ad was criticized for borrowing imagery from the *Black Lives Matter* movement and trivializing the protests against police brutality, particularly as it affects African Americans.^[127] Pepsi pulled the ad within a day, and apologized to Jenner for "putting [her] in this position." She was reportedly "devastated" by the ad, although she "had the right to approve the ad before it was released". According to the same source, Jenner's contract with Pepsi prohibited her from commenting on the fallout.^[129]

Comment about work ethic

In a 2018 interview with *Love* magazine, Jenner made a statement, which was posted to the magazine's Instagram account, about not walking in a large number of shows during fashion week, which is typical for a working high fashion model.

Since the beginning we've been super selective about what shows I would do. I was never one of those girls who would do like 30 shows a season or whatever the fuck those girls do. More power to 'em. But I had a million jobs, not only catwalks but everything else. The whole combination was very overwhelming and I started to freak out a little bit and needed to take a step back.

Many prominent fashion models including *Daria Strokous*, responded in anger and felt personally insulted.^[130] In response to the controversy, she apologized and claimed the magazine had "misrepresented" her and she meant the statement as a compliment.^[131]

Fyre Festival

On January 5, 2017, Kendall Jenner was paid \$250 thousand for an Instagram post announcing that some members of the G.O.O.D Music family would be performing at *Fyre Festival*, and that her followers could buy tickets using a discount code she provided.^[132] The post, which has since been deleted, was not tagged as an #ad despite Jenner's compensation and the Federal Trade Commission law which requires paid posts on social media to be disclosed transparently.^[133] *Fyre Festival* was a fraudulent "luxury music festival" founded by *Billy McFarland*, CEO of Fyre Media Inc, and rapper *Ja Rule*. Three months after Netflix and Hulu released incriminating documentaries revealing the corrupt and unorganized preparations behind Fyre Festival, Jenner apologized for her involvement during an interview with the New York Times. Jenner said, "You get reached out to by people to, whether it be to promote or help or whatever, and you never know how these things are going to turn out, sometimes it's a risk, I definitely do as much research as I can, but sometimes there isn't much research you can do because it's a starting brand and you kind of have to have faith in it and hope it will work out the way people say it will. You never really know what's going to happen."^[134]

Charity

Jenner set up an eBay account where she auctions old clothing to raise money for *Children's Hospital Los Angeles*. The Kardashian and Jenner sisters used eBay in this way to raise money for their charities in 2013.^[135] Jenner joined her family in a charity yard sale on November 10, 2013.^[136] Proceeds from the sale were donation-matched and sent to *Share Our Strength: No Kid Hungry* and the *Greater Los Angeles Fisher House Foundation*. Jenner and Kim Kardashian attended a Christmas Eve visit with the kids at *Children's Hospital Los Angeles* on Tuesday December 24, 2013.^[137] Jenner joined Khloe Kardashian, *Lil Twist*, and *The Game* at PINZ bowling alley in Studio City, California, for a charity bowling game on January 19, 2014. The event was held to raise money for *The Robin Hood Foundation*, a nonprofit for which *The Game* pledged to raise US\$1 million in donations.^[138] The Jenner sisters participated in singer *Chris Brown's* two Kick'n It For Charity Celebrity Kickball games in Glendale, California, on July 19, 2014^[139] and on August 16, 2014.^[140] Jenner, *Ansel Elgort*, *Gigi Hadid*, and Jenner's agent *Ashleah Gonzales* encountered unhoued model/actor *John Economou* in Venice Beach during a fashion shoot on January 31, 2015, a meeting which led to *Economou* being signed to a Two Management contract by company president *Luc Brinker*.^[141] On February 14, 2015, Jenner appeared at *Marc Jacobs'* Bookmarc store in New York City for the launch of *Love* issue 13. She posed in a limited-edition T-shirt sale to raise proceeds for *Designers Against AIDS*.^[142]

Personal life

Jenner prefers not to publicly discuss her love life,^[143] once stating on her blog that she has a shy personality.^[144] She has, however, expressed a willingness to mention her religion, saying in 2016, "I was definitely taught—even by my sisters—to believe in God. Also, to believe that He has a plan. Even though I'm more spiritual than religious, I pray every night and I 100 percent identify as Christian. It's most important to me, though, just to be good in your heart and do good in the world."^[145] Jenner practices Transcendental Meditation.^[146]

In May 2014, Jenner purchased a two-bedroom, 2.5-bath condominium in Los Angeles for US\$1.4 million.^[147] In October 2017, she bought a house in *Mulholland Estates*, a gated community in Los Angeles.^[148]

Filmography

As herself

Year	Title	Notes	Ref.
2007–present	<i>Keeping Up with the Kardashians</i>	Series regular	
2009	<i>Kourtney and Khloé Take Miami</i>	Episode: "It's My Life"	
2011	<i>Kourtney and Kim Take New York</i>	2 episodes	
	<i>Khloé & Lamar</i>	Episode: "Unbreakable"	
2012	<i>America's Next Top Model Cycle 18</i>	Episode: "Kris Jenner"	
2014	<i>Ridiculousness</i>	Episode: "Kendall and Kylie Jenner"	
	<i>2014 Much Music Video Awards</i>	Co-host (with <i>Kylie Jenner</i>)	
2015	<i>Taylor Swift: The 1989 World Tour Concert film</i>	Filmed at <i>Hyde Park</i> , London	^[149]
	<i>I Am Cait</i>	Documentary	
	<i>Victoria's Secret Fashion Show 2015</i>	Fashion show	^[47]
2016	<i>Victoria's Secret Fashion Show 2016</i>	Fashion show	

As actress

Year	Title	Role	Notes	Ref.
2012	<i>Hawaii Five-0</i>	AJ	Episode: "I Ka Wa Mamua" (3.6)	
2014	<i>The High Fructose Adventures of Annoying Orange</i>	Strawberry	Episode: "Shakesparagus Spear" (2.23)	
2018	<i>Ocean's 8</i>	Herself	Cameo	

Music videos

Year	Title	Artist	Role	Ref.
2010	"Blacklight"	One Call	Love interest	^[93]
2014	"Recognize"	PartyNextDoor (featuring Drake)	Driver	^[95]
2016	"Where's the Love?"	The Black Eyed Peas (featuring The World)	Herself	^[150]
2017	"Enchanté (Carine)"	Fergie (featuring Axl Jack)	Herself	^[151]
2018	"Freaky Friday"	Lil Dicky (featuring Chris Brown)	Herself	^[152]

Awards and nominations

Year	Association	Category	Result	Ref.
2013	Teen Choice Awards	Choice TV Reality Star: Female (shared with female cast of <i>KUWTK</i>)	Won	^[153]
2014	Young Hollywood Awards	You're So Fancy	Nominated	^[154]
		Style Icon	Nominated	
	Teen Choice Awards	Choice Female Hottie	Nominated	
		Candie's Choice Style Icon	Nominated	^[155]
		Choice TV Reality Personality, Female (shared with female cast of <i>KUWTK</i>)	Nominated	
2015	Models.com MDX Model Of The Year Awards	Breakout Star: Women (Readers' Choice)	Won	^[156]
	Teen Choice Awards	Choice Model	Won	^[157]
	<i>InStyle</i> Social Media Awards	Runway Rockstar	Nominated	^[158]
		Trendiest Teen Queen	Nominated	
	IADAS: The Lovie Awards	Internet Video: Viral Video	Won	^[113]
	<i>Models.com MDX Model Of The Year Awards 2015</i>	Social Media Star: Women (Industry Choice)	Nominated	
		Social Media Star: Women (Readers' Choice)	Won	^[159]
Model Of The Year: Women (Readers' Choice)		Nominated		
2016	IADAS: The Webby Awards	Celebrity Website	Nominated	^[86]
	Teen Choice Awards	Choice Model	Won	^[160]
		Choice Female Hottie	Won	
	British Fashion Awards	International Model	Nominated	^[161]
2017	Teen Choice Awards	Choice Model	Won	^[162]
	Daily Front Row Fashion Media Awards	Fashion Icon Of The Decade	Won	
2018	Teen Choice Awards	Female Choice Hottie	Nominated	
		Choice Snapchatter	Nominated	
	2018 Revolve Awards	Icon of the Year	Won	

Notes

- a. Kris is Kendall's cisgendered mother. Caitlyn **transitioned** from male to female in 2015.^[7]

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- Official website (<http://www.kendallj.com>)
 - Kendall Jenner (<https://www.imdb.com/name/nm2832525/>) on IMDb
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