

Kylie Jenner Marks 10 Years of Kylie Cosmetics with Vision for the Future

Published on 24 Sep 2025 | By IFI Correspondent



Kylie Jenner is celebrating a **decade of Kylie Cosmetics**. Since launching in 2015, the brand has grown from a single Lip Kit to a global beauty empire. **Moreover**, it quickly achieved a valuation of \$1.2 billion, establishing Kylie as one of the youngest self-made billionaires.

Looking Ahead: A Legacy Brand

Furthermore, Kylie envisions the brand as a long-lasting legacy. She hopes her daughter, **Stormi Webster**, will one day lead Kylie Cosmetics. **In addition**, she aims to build products and initiatives that reflect her creativity and personal values.

Expanding Beyond Cosmetics

Besides makeup, Kylie is exploring new categories. She launched the **Cosmic fragrance line** and is venturing into apparel with **Khy**. **As a result**, the brand is reaching wider audiences and diversifying its offerings.

Innovation Remains Key

Throughout the interview, Kylie emphasized the importance of **innovation**. **Consequently**, she continues to create products that resonate with consumers while staying true to her style. **Additionally**, the focus on innovation ensures the brand remains competitive in the ever-evolving beauty industry.

Overall, Kylie Cosmetics' 10-year milestone marks a journey of growth, creativity, and innovation. **With a clear vision**, Kylie Jenner is steering the brand toward a promising future.

For more style updates & exclusive fashion stories follow indiafashionicon.com