

Kylie Jenner Relaunches “King Kylie” with Bold Beauty Drop

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Kylie Jenner is bringing back the *King Kylie* aesthetic.

After years of evolving beauty trends, she's pushing nostalgia to the forefront.

On October 17 (US time), she dropped a new collection under **Kylie Cosmetics** — a nod to her early “King Kylie” persona. [ELLE](#)

The announcement was made with a theatrical video on Snapchat, where she is depicted being “arrested” and interrogated before making her dramatic return.

The “King Kylie” Collection: What to Expect

This relaunch isn't just about packaging.

The collection leans into the color palette and style cues of her earlier branding.

It includes **liquid lipsticks**, metallic glosses, and an eyeshadow palette that features vivid teal tones — a signature shade from her original *King Kylie* look. Therefore promotional imagery leaned heavily into futuristic, chrome aesthetics.

The Nostalgia Strategy

This move clearly taps into nostalgia.

Kylie's original “King Kylie” era was defined by electric teal hair, bold silhouettes, and a strong visual identity online.

With this relaunch, she is reclaiming that era and giving it a contemporary update.

Therefore teasers recreate moments from her early promotional visuals, but with modern polish and production.

Reactions & Anticipation

Fans have already expressed excitement.

Many view the relaunch as a return to the dramatic, expressive Kylie aesthetic they fell in love with.

Early social media chatter suggests strong interest, especially around the teal accents and unexpected packaging.

Critics, however, are watching closely.

Nonetheless, in today's beauty landscape, bold campaigns tend to generate buzz — whether praised or questioned.

What This Means for Kylie Cosmetics

This collection comes as Kylie Cosmetics marks its 10th anniversary.

It's a way to honor her brand's roots while reasserting her creative control. Hence by leaning into her own archival identity, she's reminding customers what made the brand distinct.

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