

King Kylie Rises Again: Why the 2015-16 Kylie Era Is Back & Bigger

Published on 16 Oct 2025 | By IFI Correspondent



The “King Kylie” era — those bold lips, pop-coloured wigs, oversized jackets — is roaring back. In 2025, Kylie Jenner tapped deep into her early beauty empire with a nostalgic revival.

- The launch features updated versions of her iconic **Lip Kits**, including “True Brown K” and “Dead as Knight” — shades beloved by her early fans. Glosses too are part of the revival: shades like *Like* (pink gloss), *Literally* (mauve gloss), and *She’s Back* (a chrome glaze).
- The trigger for nostalgia? Kylie’s teased throwback moments recently — teal or pink wigs, Instagram posts with vintage-aesthetic filters, and fan demand.

Aesthetic & Cultural Memory

- Therefore the original “King Kylie” era (2014-2016) was defined by bold contrasts. Think: strong brows, overlined lips, dramatic eye makeup, loud hair colours, streetwear mixed with glam.
- Fans who were online during that period fondly remember Tumblr and early Instagram, memes, bold filters, and the sense that Kylie was shaping beauty standards in real time.

What’s Different Now

- Kylie has made it clear she’s grown past some of the trends in that era — like heavy lash extensions, thick eyebrows, etc.
- Her current style aesthetic is “dark feminine,” more refined, more self-aware than the unfiltered bravado of the past.
- Thus nostalgia is intentional — the collection and visuals to evoke memories, not replicate old mistakes.

Nostalgia Marketing: Smart Move

This isn’t just about bringing back old makeup formulas. It’s about emotional connection, brand legacy, and fan loyalty.

- Overall Kylie's marketing team knows her audience: those who grew up with her in that era *and* younger fans who see 2015-16 as a moment of viral beauty culture.
- By reviving shade names and visuals, she taps into the “I remember this” feeling — nostalgia sells. The strategy keeps the brand relevant, especially as beauty trends cycle fast. What was once edgy becomes retro-cool.

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

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/TRUNAL SAHUJI, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.