

King Kylie Returns: Kylie Jenner's Pop-Up & Matching Mini-Me

Published on 21 Oct 2025 | By IFI Correspondent



Kylie Jenner made a bold comeback to her “King Kylie” alter-ego this week as she celebrated a special pop-up event for her brand Kylie?Cosmetics in Los Angeles.

The pop-up marked the first of its kind in seven years for the brand and celebrated a decade of Kylie Cosmetics’ journey—from the iconic lip kits to the latest nostalgia-infused “King Kylie” line.

It wasn’t just about makeup—it was a fashion moment, a brand moment, and a mother-daughter style statement all rolled into one.

The Look: Candy-Pink & Latex Luxe

For the occasion, Kylie donned a striking cotton-candy pink wig with a sharp side part—a clear nod to her mid-2010s aesthetic.

Her outfit matched: a glossy latex maxi dress in the same dress.

The bold colour, slick material and accessories combined to create a look that felt both nostalgic and modern—perfect for the brand’s anniversary and pop-culture moment.

Stormi Makes it a Twin Moment

By her side, daughter Stormi Webster arrived in a coordinated outfit that mirrored her mother’s colour palette and attitude. She wore a matching pink jacket and skirt, paired with a merch tee emblazoned with a photo of “King Kylie.” The mother-daughter twinning added a touching layer to the event—style now feels generational, and both looked in sync without being identical.

Why It Resonates

- **Nostalgia meets innovation:** Kylie tapped into her early “King Kylie” branding in a way that feels fresh, not recycled.
- **Brand authenticity:** Dressing to match the brand’s anniversary theme strengthens the visual story of Kylie Cosmetics.
- **Mother-daughter style synergy:** Stormi’s matching look adds warmth and broadens the visual narrative beyond individual star power.
- **Fashion as statement:** The latex dress and bold pink bring edge—making it more than just a brand event outfit, but a fashion moment in its own right.

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