

PRINT

## Vogue does one better, gives Kendall Jenner own issue

March 25, 2016



*Kendall Jenner for Estée Lauder*

By STAFF REPORTS

Instead of giving Kendall Jenner a spot on its coveted cover, Vogue magazine dedicated an entire issue to the reality television star-turned-model.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246** ▶

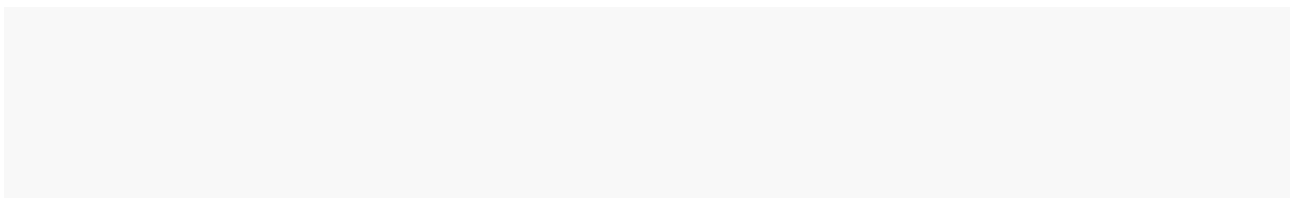
Since the launch of her modeling career two years ago, Ms. Jenner has taken the industry by storm and has accomplished numerous luxury "bucket list" items, including walking for Chanel's couture show and snagging a beauty contract with Estée Lauder. Ms. Jenner's rise in high-fashion was first criticized, with many feeling she was only gaining ground due to her famous family, but after walking in nearly every major fashion show, she has proved herself as a model force with enormous social reach.

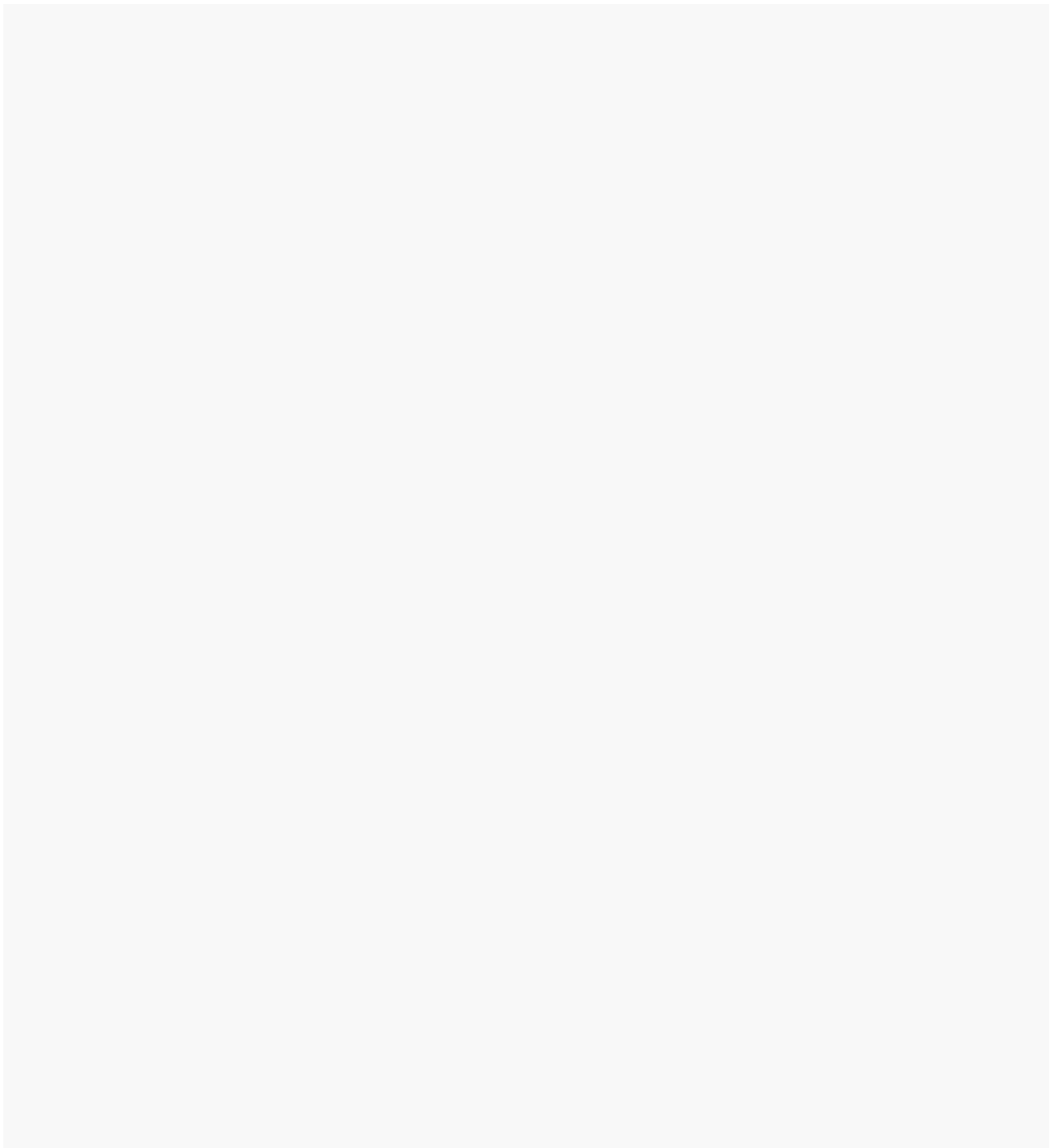
### Keeping up with Kendall

While Ms. Jenner has yet to be selected as the covergirl of American Vogue, the magazine may have offered a better option by creating a 52-page special issue. For the shoot, 20-year-old Ms. Jenner was photographed by Mario Testino.

With Ms. Jenner Dressed in a Proenza Schouler crop top and bikini bottoms, the cover of the dedicated issue reads, "The Kendall Effect: 64 million followers and counting." Content within in its pages maintains its Kendall-centric theme with its main feature discussing Ms. Jenner's social media prowess and the Kardashian-Jenner business empire, which has increasingly infiltrated luxury.

Additional content includes Ms. Jenner modeling spring runway fashions, articles about the supermodel repurposed from Vogue's archives and an interview with designer Tory Burch. Keeping a high-fashion take on the issue, Vogue avoided gossip topics such as her relationship with her famous parents and siblings, rumors of her dating One Direction singer Harry Styles or her friendship with fellow model, Gigi Hadid.





Y'all I could cry! my very own Vogue Magazine. THE WHOLE THING. JUST ME. WHAT!! so honored to be the special edition issue @voguemagazine thank you! shot by the amazing @mariotestino

A video posted by Kendall Jenner (@kendalljenner) on Mar 23, 2016 at 10:10am PDT

The issue is exclusive for subscribers in the New York and Los Angeles markets. The flagship Vogue for April features singer Rihanna, who has been on the magazine's cover four times.

Estée Lauder, more so than Ms. Jenner's other contracts, has tapped into the model's popularity among millennial consumers, who essentially have watched her mature through "Keeping Up With the Kardashians" and on social media.

In its latest effort, the beauty marketer is appealing to the next generation of consumers with a collection designed specifically for a social media-savvy clientele.

The Estée Edit is retailing exclusively through Sephora in the United States and Canada on March 15, with a coinciding launch campaign featuring influencers and models Kendall Jenner and Irene Kim. When developing the line, Estée Lauder envisioned what its eponymous founder would do to disrupt the beauty market today, keeping

heritage at the heart of this new brand extension ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.