

RETAIL

Kendall Jenner named creative director of FWRD

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Kendall Jenner has more than 10 years of modeling experience and has been named FWRD's new creative director. Image credit: Forward

By LUXURY DAILY NEWS SERVICE

American supermodel and influencer Kendall Jenner has been named the new creative director of online retailer Forward, stylized with FWRD all capitalized, in a new push to build its audience and reach younger consumers.

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In her new position, Ms. Jenner will head the look and feel of the website, curation of the brands sold, monthly edits of must have trends/looks, brand partnerships and more. She will begin her tenure at **FWRD**, owned by Revolve Group, Inc., during New York Fashion Week later this month.

"Kendall as the Creative Director for FWRD is the perfect choice as we continue to invest in the next generation luxury consumer," said Michael Mente, co-CEO and cofounder of Revolve Group, Inc., in a statement. "We have always had an extreme admiration for Kendall's style, creativity, and overall exquisite taste.

"Her multifaceted experience in the fashion industry and the vision she has outlined for the FWRD business has the potential to transform our business and the luxury business as a whole."

Moving forward with Ms. Jenner

FWRD currently features products from several revered luxury brands including Alexander Wang, Balenciaga, Balmain, Dior, Herms and many more.

Ms. Jenner has more than a decade of modeling experience and is no stranger to luxury.

A behind-the-scenes look at the campaign Ms. Jenner shot with FWRD

"I grew up loving fashion and have been incredibly fortunate to work with some of the most brilliant people in this business," Ms. Jenner said in a statement. "As FWRD's Creative Director, I am excited to help curate the site's offering with emerging designers and brands."

Last year, the supermodel teamed up with U.S. footwear label Stuart Weitzman that showed the icon on her day off.

In the video titled "Kendall's Day Off," Ms. Jenner starts her day by taking off her slippers and silk robe to indulge in a luxurious bubble bath. After her bath she breathes in the sunny day from the balcony of her fancy villa, modeling a

colorful print dress poolside and in her luxe Beverly Hills house. Ms. Jenner is Stuart Weitzman's brand ambassador ([see story](#)).

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