



tea and toast

curation

kky

the rebrand

mother kylie

artisan

eternal

eternal & elegant

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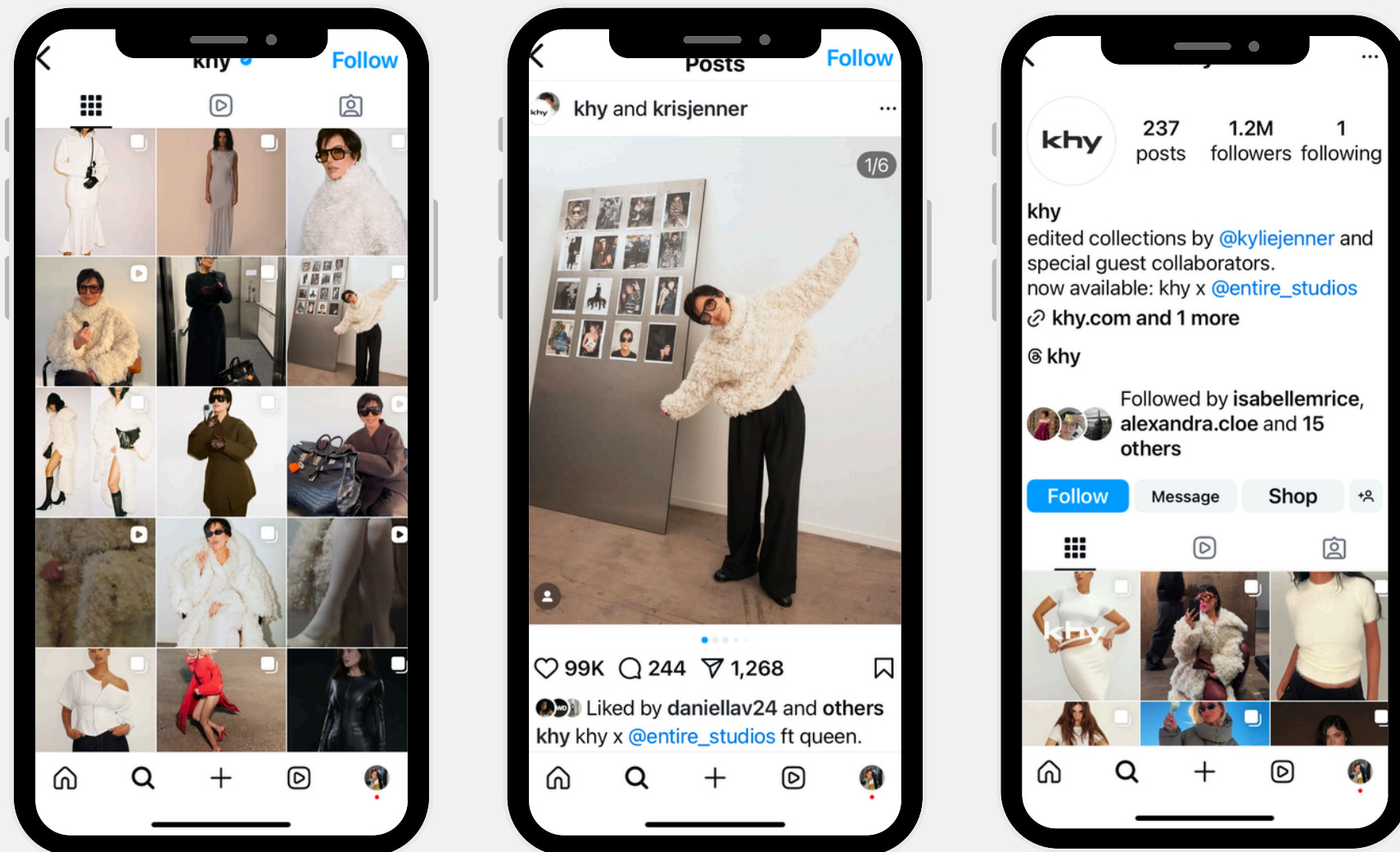
introduction.

KHY is embarking on a bold transformation, evolving from a fast-fashion label into a high-fashion brand defined by originality, craftsmanship, and integrity. Inspired by Kylie Jenner's vision, the reimagined KHY rejects fleeting trends to create sophisticated, timeless collections that celebrate individuality and artistic excellence. This shift also addresses past challenges, including allegations of plagiarism, by committing to transparency, collaboration with emerging designers, and respect for creative integrity. With a renewed focus on authenticity and sustainability, KHY is redefining its narrative and stepping confidently into the future of fashion, inviting its audience to join this exciting new chapter.



Current Strategy.

Khy's social media is mostly driven by Kylie's personal social media making it the most important aspect of her marketing strategy. Through Instagram the brand shares pictures of the garments being worn by models in a minimalist way.



khy



In early 2024.

Kylie Jenner's KHY brand faces criticism over alleged design plagiarism, sparking debates about originality in fashion.

market research



the apparel market.

The apparel market is one of the most profitable and dynamic industries in the world, driven by ever-evolving consumer demands and global trends. In 2024, it generated an impressive \$1.79 trillion USD, underscoring its pivotal role in the global economy and its immense potential for innovation and growth.

the market is valued in
\$1.79 trillion
in United States in 2024



it is projected to grow to
\$2.04 trillion
in United States in 2029

the womenswear market
\$.98 trillion
in United States in 2024



in 2029 it projected to grow
\$1.07 trillion
in the United States alone

market research

sustainability & fashion.

As climate and environmental issues rise, sustainability becomes a pivotal element for consumers and contributes to long-term success. In total sustainable brands are seeing profit **increases of up to 50%** in the latest year.

Key Research Takeaways:

Sustainability is important for **18%-32%** of customers

5.1% of the apparel market is dominated by sustainable fashion

in 2026 the market's share is projected to grow to **6.1% of companies**

Climate action was the most important ESG goal for **75% of companies**



New Customer Persona



Sofia

23-28 years old
46-80k income
Live in mid to large cities in the USA
Bachelors Degree in Marketing or Design

LIFESTYLE

Enjoys doing new and creative things. Prioritizes her health through food and exercise. Views fashion and social media as an outlet. She values art, sustainability and pop culture.



Instagram



Pinterest



LinkedIn



TikTok

VALUES

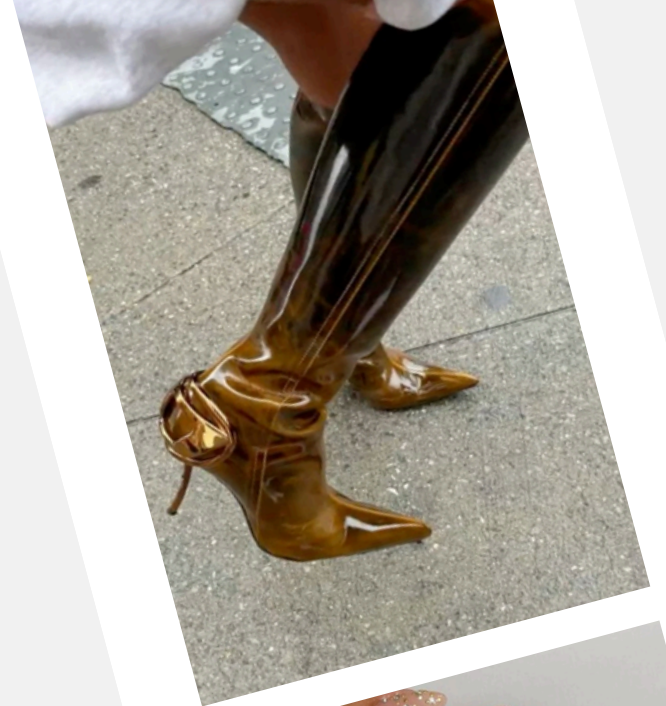
Honesty, work, balance, and art.

VALS PERSONA

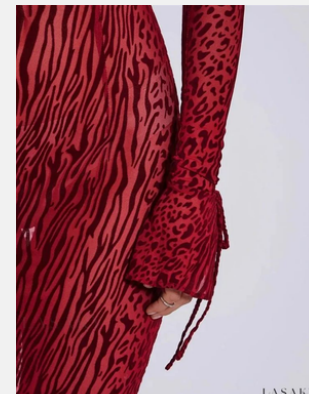
—————> ACHIEVER

SHOPPING BEHAVIOR

Enjoys shopping both online and in person. Wants pieces that last and are high quality. Loves fashion and wants to balance staple and statement pieces that make her wardrobe fun, mature, and reliable



PROCESS BOOK: *concept brain storm*
sides of kylie



IDEA #1: MOTHER KYLIE

tailor the brand to target young mothers.
They can also wear clothes that are beautiful
suggest clothes to look slightly more modest
yet youthful with a hint of Dolce and Gabbana
inspiration.

sustainability focus

young mothers can also wear sexy yet
comfortable clothes

includes a podcast talking about mothers
life style

sofia richie influence

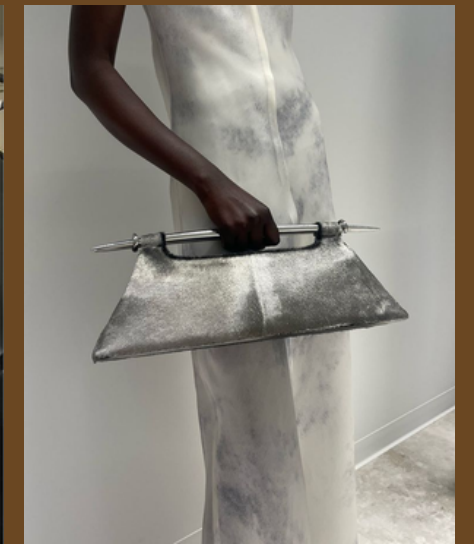
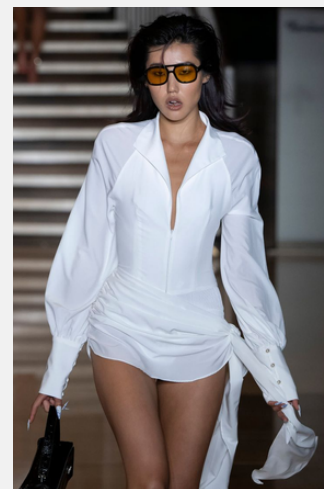
materials: knit

khy and toast, tea toast khy

bring mother experts to support

natural stripped down

focus on large bags

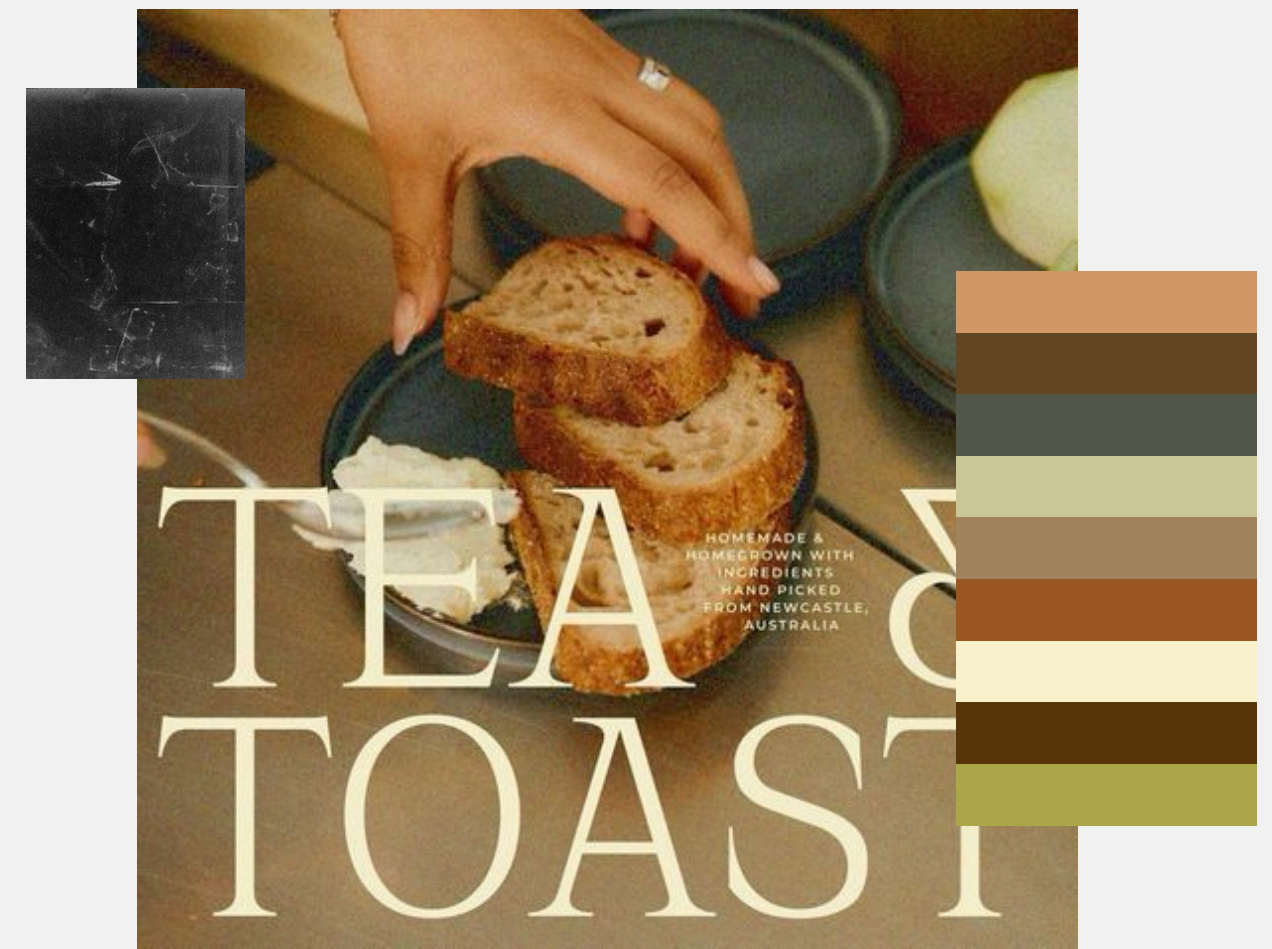


IDEA #2: SENORY AND TEXTURE

create a balance of artisanal yet medieval
pieces paired with existing basics. focus
on textural accessories. feminine chic
rick Owens. khy x coperni bag collab.
space feeling. More fabric manipulations
introduce texture to simple designs
shift focus to bags
introduce craftsmanship
texture
create "the Khy" a twist on the
kelly/birkin
chic rick owens
COPERNI X KYLIE

COPERNI X KYLIE

PROCESS BOOK: *Color & Texture*



PROCESS BOOK: *fonts*

khy	khy	<i>khy</i>	khy	khy	khy
khy	KHY	khy	KHY	khy	khy
KHY	KHY	<i>Khy</i>	khy	<i>khy</i>	khy



Proposed Icon and logo

The *Lostar* typeface, designed by artist Riyadh Rahman, strikes a bold impression, seamlessly balancing sharp edges with flowing curves. Its modern aesthetic and striking design make it particularly appealing to contemporary audiences seeking a fresh, dynamic look.

Typeface Hierarchy

LOSTAR - **SPECIALTY**

Cardo - **Heading**

Cardo - **Subheading**

Open Sauce - **text & body**

Final Typefaces

KHY

Primary logo

khy

Secondary logo

K

icon

khy by kylie

Display

KHY KHY KHY
KY KHY
KHY KHY

Pattern

k khy k khy k
khy khy khy khy khy
khy khy khy khy khy

Pattern II

color stories.

Main Sage
#5b7261

Deep Rouge
#80100e

Main Pine
#234b26

Tan Tan
#9e642a

Black
#000000

Olive
#aba647

additional colors

Blushing
#bb797f

Night Sky
#264055

Smokes
#747474

summer colors

Sky Sky
#96bedc

Llow
#ffed91

Light Wood
#a68d7f

Marketing Strategy.

objectives

Through its rebrand, khy seeks to **create connection** with its new target market by creating lifestyle content allusive to kylie's current lifestyle.

content

The content will embody high fashion aesthetic and highlight the exceptional quality of the brand's new product offering.

channels

the rebranded strategy will use social media, events, and the Tea and Toast podcast to access its community.

goals

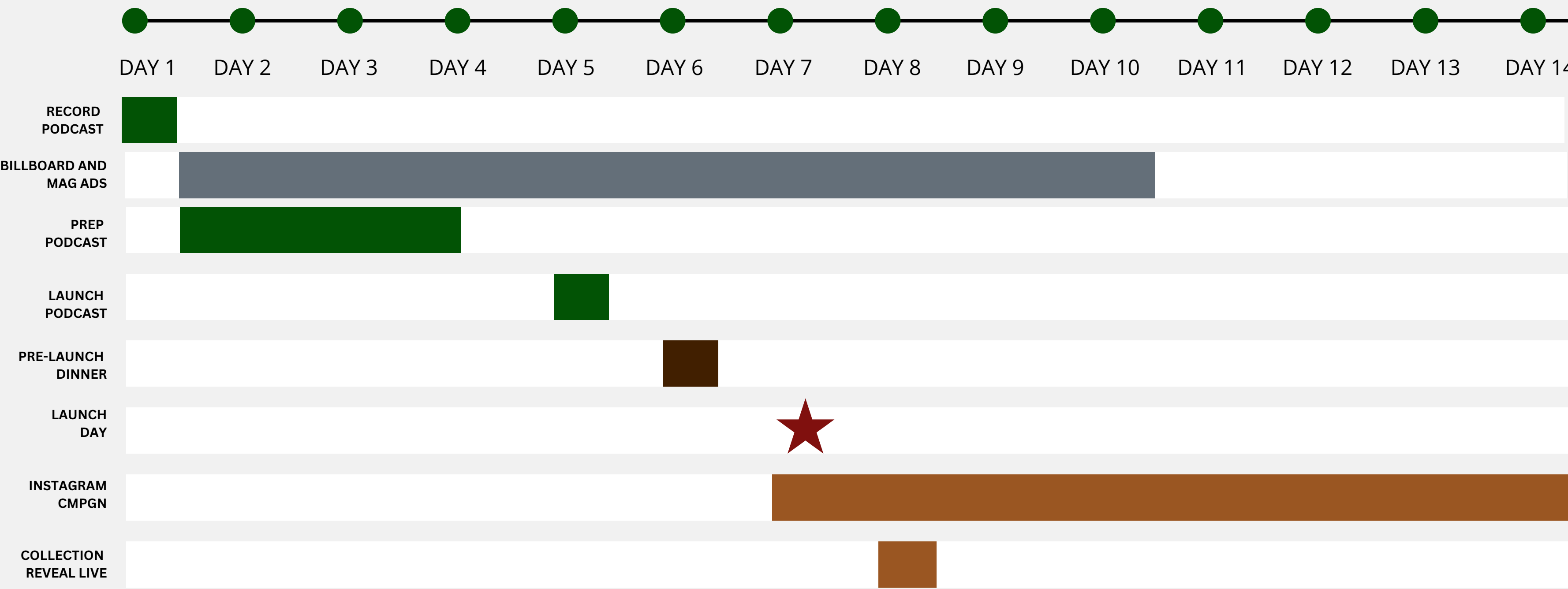
Redesigned to increase engagement and increase conversion while providing a community-like experience.

- increase engagement by 10%
- Increase conversion by 10%



two week marketing campaign

pre-launch & launch



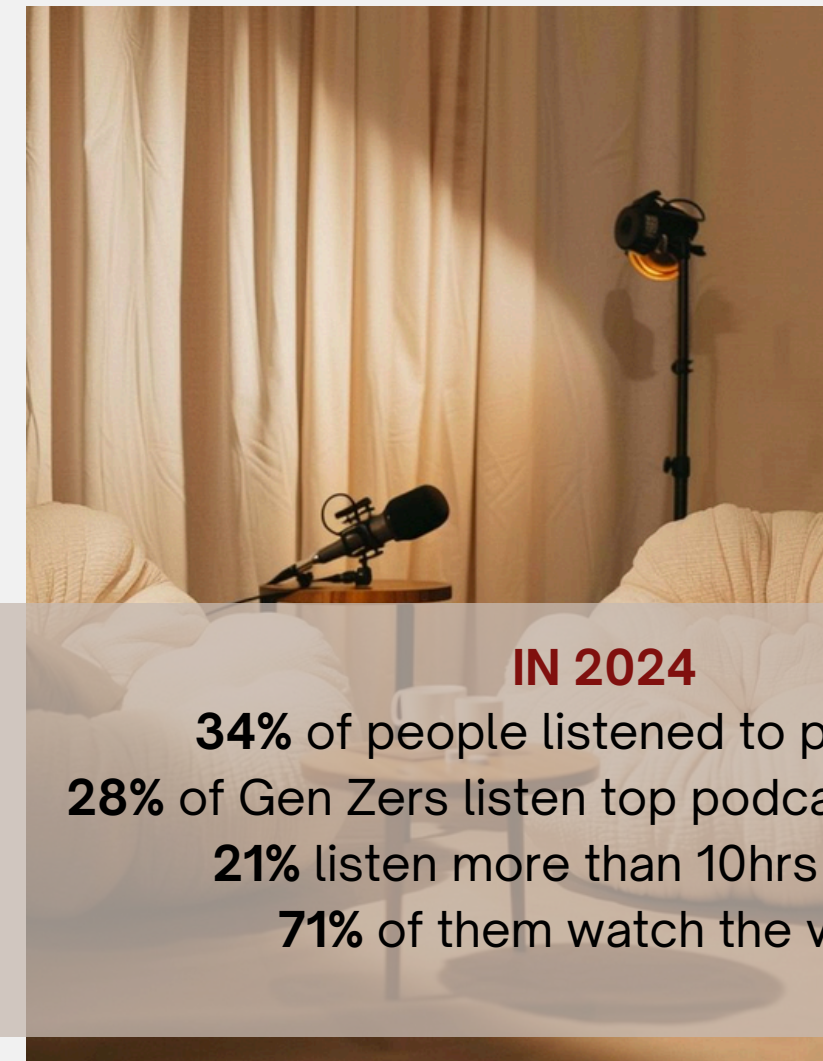
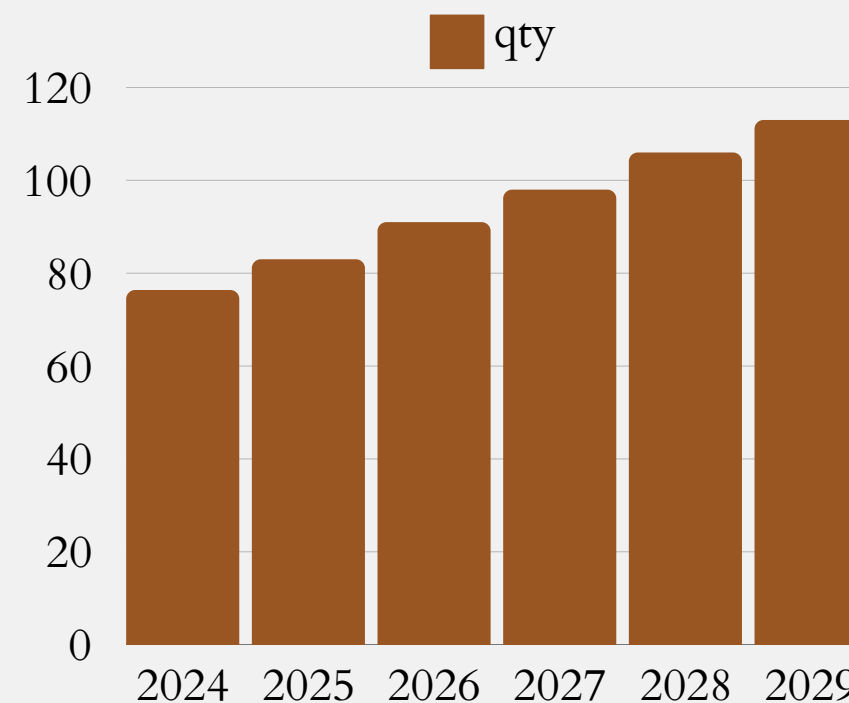
tea and toast by khy

a podcast dedicated to creating community and conversation

Through specialists and speakers, the khy community will have access to information and insights on life, motherhood, culture, and wellness. It's purpose is to increase connection to the brand.

This podcast will be inspired by tea and toast. The content of it will be referred to as the tea. The end of the podcast will include a toast to thank the audience and kylie will ask one last question to the guest speaker. making that the true toast of the experience.

*Number of podcast users in the USA
from 2024-2029 in Millions*



IN 2024

34% of people listened to podcasts
28% of Gen Zers listen top podcasts every day
21% listen more than 10hrs a week
71% of them watch the video



tea and toast by khy



k

Q *minttea*

let's toast!

you have found our latest secret items.

shop before we're out of tea



Weaving in Khy.

Each podcast will have a *khode* (code) to a secret item, shoppers will be able to get the **limited edition item** by searching for the code on khy.com



**Easter eggs & toast:*

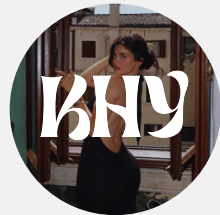
either the host or speakers will be wearing the secret Item for next episode's code. Goal: keep listeners engaged and ready for the upcoming week.

launched twice a month & 2 days before launches

Goal: 10K streams

Social Media Assets

Profile Image



Instagram Bio

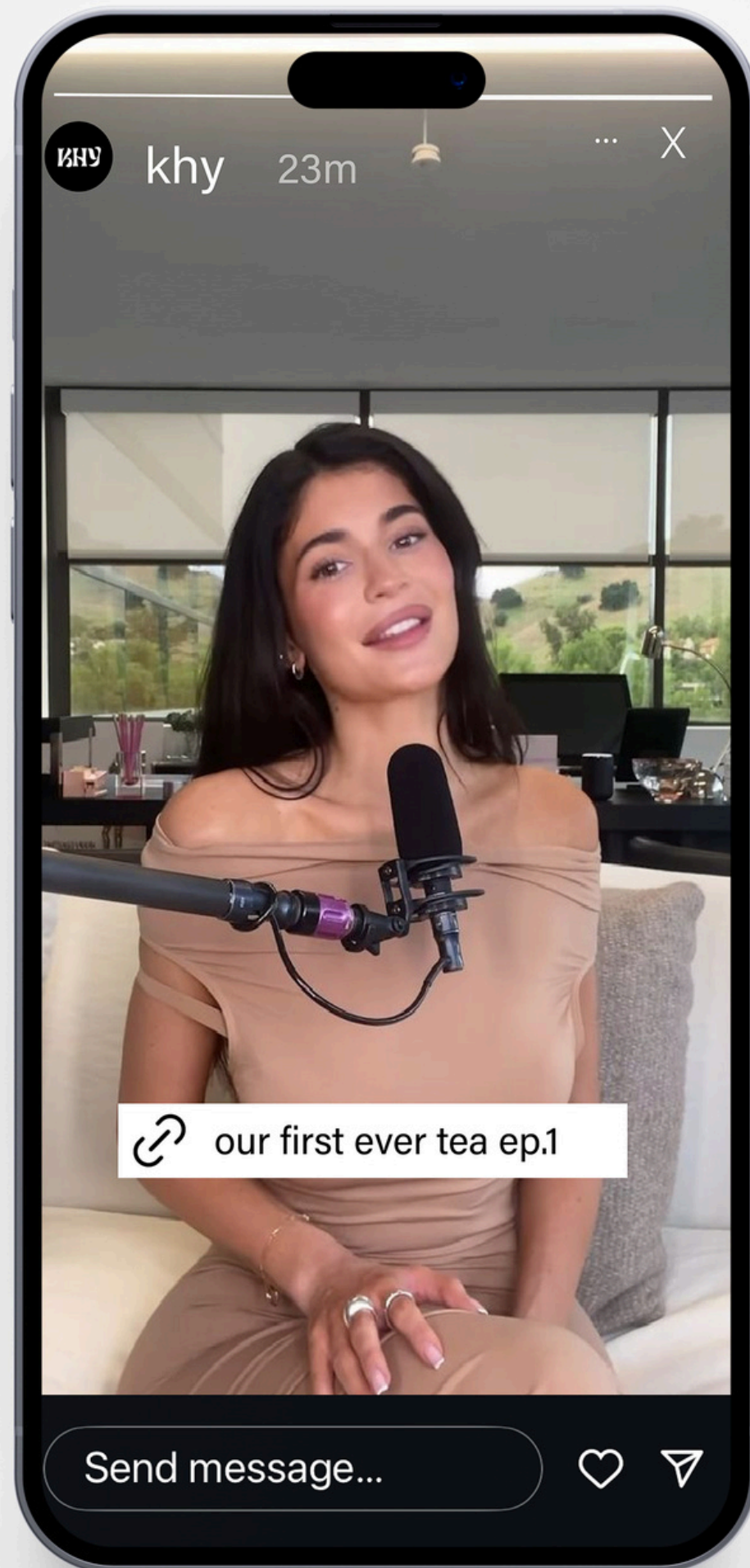
your go to tea and toast edited by
[@kyliejenne](#)

Bio Links

<https://www.khy.com>

<https://teaandtoastkhy.com>





Post Guidelines and Caption Ideas

GUIDELINES

1. Maintain posts in similar aesthetic and colors
2. low lighting and high texture on feed posts
3. Maintain casual yet elegant appeal
4. short captions
5. CTA: shop in link/ link to podcast
6. High quality images for feed
7. Occasional journal-like caption

CAPTION IDEAS

today's desert menu 🍴🍰 serving khy shorts and edena handbag

Bag khare 🌵✨ watch our latest reel on cleaning your cactus leather Keni bag 🧼

Storm & Khy 🍷 Our fav bag inspector describe our latest collection

Teaing and toasting after our first episode 🍵🥖 watch the episode 📺🔗

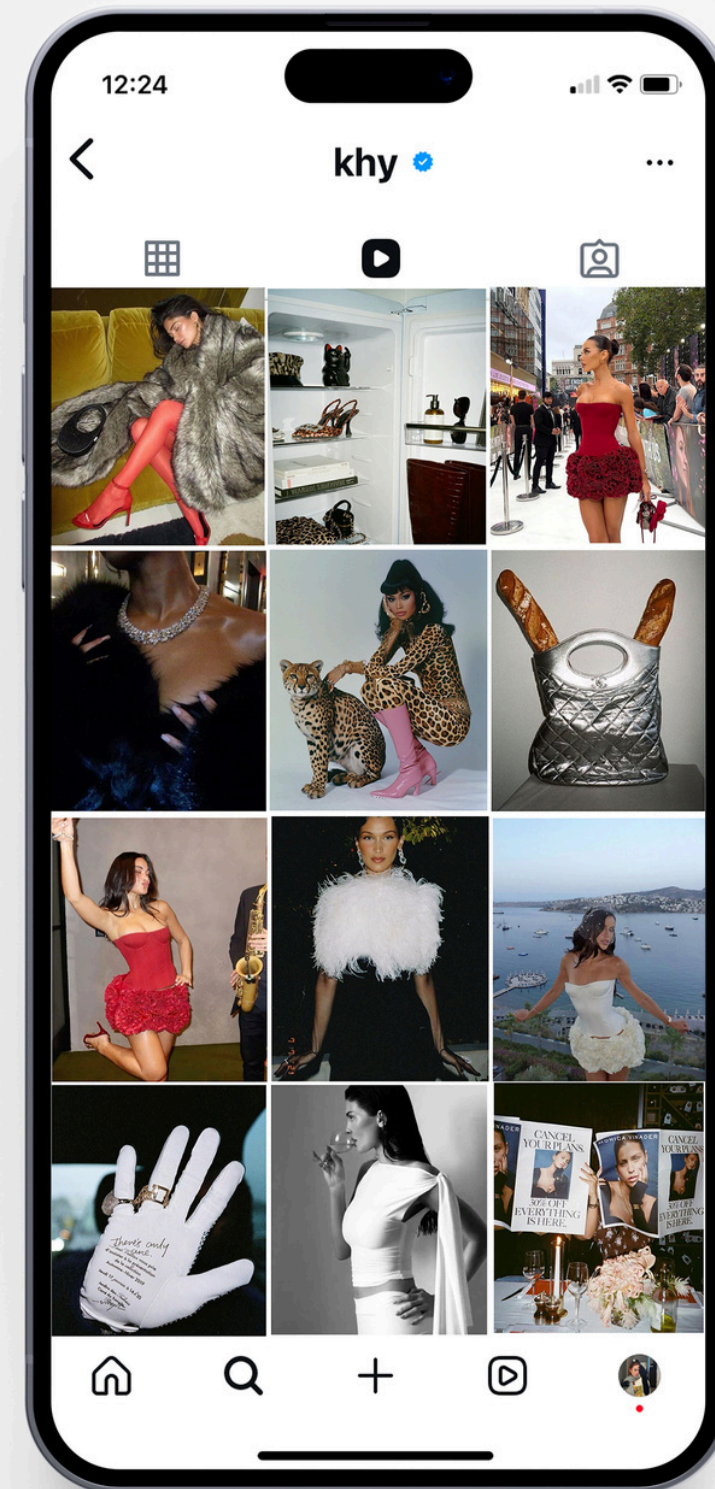
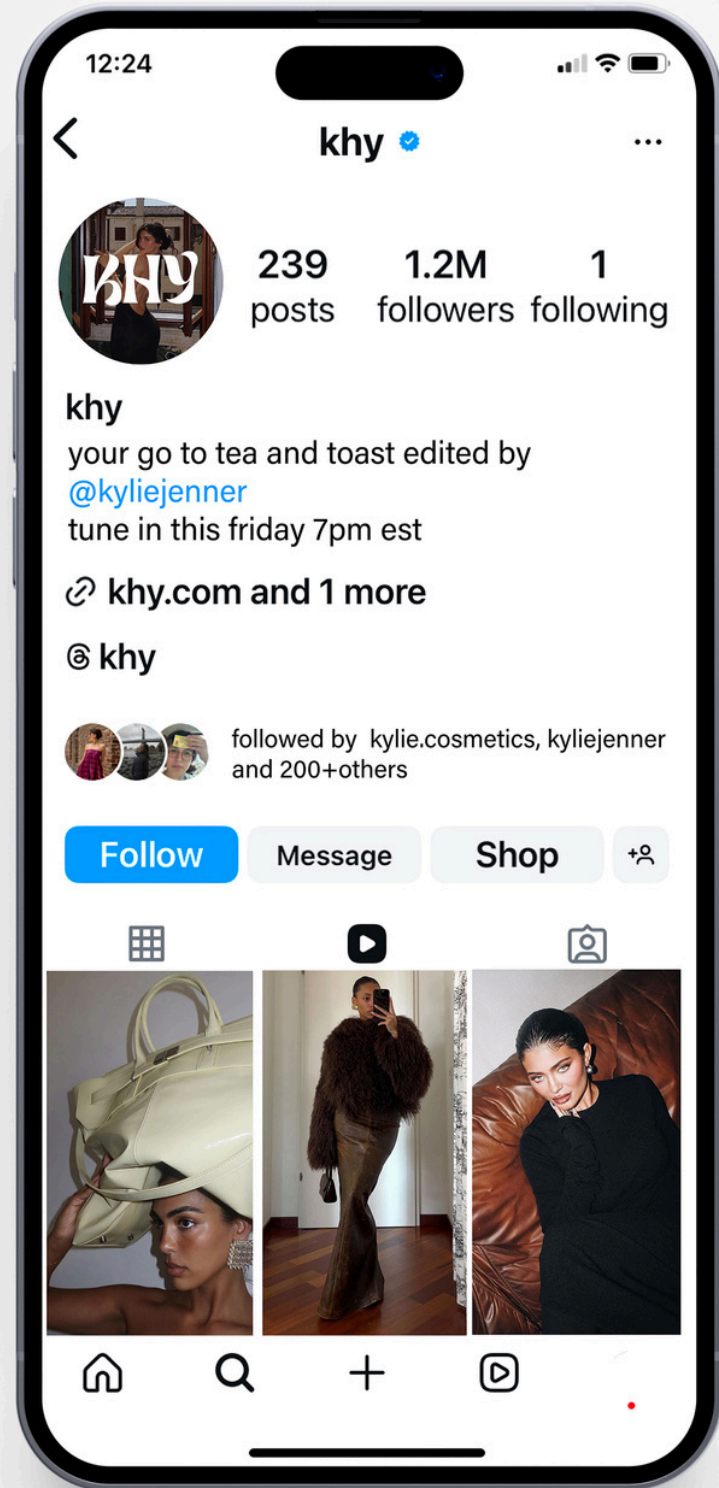
If the tea is good we toast 🥖 watch ep.2 link in bio ❤️🔗

Sometimes the tea is deep, maybe personal. Thank you to our amazing speaker Anna Jusino for exploring today's topics in such a vulnerable way. leave your comments below & start the conversation. 🍵

EMOJIS EMOJIS



instagram mockups.



print mockup.

Packaging Mockups.





Through its rebranding, Khy aims to resonate with a new audience, offering a fresh sense of alignment with the brand's evolving identity. This transformation shifts KHY from a conventional fashion label to a house of timeless staples, laying the foundation for a more conscious future through sustainable pieces.

THANK YOU

resources

Khy by Kylie Jenner <https://www.khy.com/>

<https://www.dafont.com/es/lostar.font>

<https://www.statista.com/>

<https://www.pinterest.com/pin/458100593367399951/>

<https://www.pinterest.com/pin/458100593367399964/>