

[Home](#)



MASH

By Sophie Clancy

THE REVIVAL OF KING KYLIE

After years of fans bombarding the celebrity, model, and make-up mogul – Kylie Jenner has finally surrendered and decided to dive back into the nostalgia that was the King Kylie Era.

The King Kylie Era refers to the time at which Jenner

was initially launching her now multi-billion dollar empire with Kylie Cosmetics. Jenner would take to her snapchat stories to flaunt vibrant, neon hair colors and the matching lip products that she designed. The revival of this era has sparked massive online discourse, with fans celebrating the return of her bold, experimental energy. This “new” vibe is a rather stark contrast to the minimalistic, “clean girl” approach that’s dominated not only Kylie’s aesthetic, but all of social media in recent years. This comeback symbolizes not only a shift in Kylie’s personal brand but a larger cultural moment: the reemergence of early 2010s maximalism and Tumblr-inspired beauty trends.

By embracing her past self, Jenner taps into a deep vein of digital nostalgia that defined an entire generation’s coming-of-age. “King Kylie” is not merely a throwback, it’s a reclamation of the chaotic, unfiltered creativity that once made her so relatable, now reborn in an era that craves authenticity more than perfection.