Kardashian Effect

I remember growing up and seeing the Kardashians absolutely everywhere. Whether they were on magazines, television, social media, the news, literally everywhere you name it. The Kardashians became such an icon family and name. Everyone knows about them or at least the name always rings a bell. They are always associated with fame and money but in reality they have actually made quite an influence on our society. The Kardashian background is quite a crazy one if you know the entire story. They have naturally become such an iconic family and I think all that credit goes to the mother of this family Kris Kardashian-Jenner. From the start of their show they have just grown and grown extending their fame through all platforms. It is fair to say that not everyone is a fan of the Kardashians, but to be honest they are such an interesting bunch, and even if you aren’t a fan of them you can’t deny that they you haven’t been intrigued by at least by one of their many news. Over the years, The Kardashians have become such a controversial topic, and while they have had both their positive and negative influences on us, they still come out to be such famous icons in our society. From their television show, to their impact on society, using their platform for multiple different reasons, not just the fame and fortune, influencing and changing the makeup industry, and also influencing their fans and women like myself, who has definitely taken an impact from these women, the Kardashians have done many things to popular culture whether people know it or not.
The Kardashians have been around for as long as I can remember, and everyone is aware of who they are, but what some don’t know is exactly where they come from and how they arose to fame. In the beginning they weren’t known as the big name of the Kardashians. They were just a family of high class but they weren’t who they are now. One of the first reasons that actually started to give their name meaning was due to the fact that their late father was heavily involved in the big OJ Simpson case back in the 90’s. Even before that they did start their entrepreneurial success early on. As the author mentions in an article In The Sun, “Before becoming reality stars, the Kardashian sisters owned their own clothing store DASH, which was where they worked before being on the show” (Kerr). They were just doing their own thing and who knows if fame was even in their mind during this moment. Every member in the Kardashian family is known for their own personality and to be honest I think that is also one of the reasons they are so well known as well. They are known for causing drama in their family lives and that can definitely be seen in the show, and I as a frequent watcher of their show I can agree with that their personalities are what make them so well known too. Kim Kardashian has used her ridiculous faces to make phone cases and even her own emojis that people actually use. They have literally taken over social media. There are so many gifs that you can find that has them all over it. I would like to say that nostalgia does play a part in their success due to the fact that they began their television show twelve years ago, and the people who have been watching since the beginning have made this show apart of them as well. Some of them maybe even grew up alongside with them. While at first they were just some nobodies they eventually did become these huge stars, who actually did end up changing a lot in some industries including makeup and fashion.
In our society beauty is one of the main aspects that everyone always wants to be up to date with, and some of the Kardashian members have ultimately changed aspects of it but they also have changed a bit of the business world. Makeup is something that has been in the world for ages. There are so many different techniques when it comes to makeup, and I feel like there is always some new technique coming up like with contouring. A lot of people use to do contour but it wasn’t a big thing until Kim came along. Kim Kardashian basically revolutionized contouring. Me being a fan of makeup, I was definitely intrigued when Kim Kardashian changed the world of makeup with her selfie of her doing her contour. One of the authors in an article explains “Contouring was an art-form derived in the silver screen era then hi-jacked by over-zealous 80’s power dressers, before dying a death. That’s until the reality TV star Kim Kardashian West - and her 35.9 million Instagram followers – shared her make-up artist’s elaborate technique and revived the trend” (Leatham). This was something that had always been around but until Kim finally idolized it. This simple selfie would affect her whole career because now she has a brand of makeup and one of the big things she focuses on is her contour. Not only is Kim involved with the makeup industry, but her younger sister Kylie is also a big makeup person in this industry. She has came out with her own line of lip makeup. Her lip line has done wonders for her and it has pushed her to come out with even more products now including powders, highlighters, eyeshadow palettes, setting spray, and primer. She’s also done collaborations with her sister Kim with fragrances. Along with beauty, Khloe Kardashian has changed it up for women as well with fashion. She came up with her own fashion line most specifically it was jeans. Her choice to do the jeans was to help women feel empowered by their body shapes just like her. I remember seeing her ad campaign for her jeans and she made jean sizes for all body shapes, she did not want anyone to feel left out. I thought that was just amazing
because I know some fashion lines only go up to a certain size and so many other women can’t use them. The women in this family have some of the best entrepreneurial skills that I have seen.

Beauty is something that is always changing up in our society, and these women have ultimately made a change in the beauty industry that is forever long lasting. Not only have the Kardashians influenced specific industries like makeup and fashion, they have also influenced the popular culture of today.

Popular culture is influenced in many different ways, and the Kardashians have paved a way of influencing our culture and there are some positives but also like with everything there are also some negatives. They have actually brought to light some serious issues with their platforms. Kim and Khloe specifically have actually brought awareness to the people that there is a big homelessness crisis going on here in California. They actually mentioned this in their tv and Kim went to this really bad neighborhood and just to see this all on television was pretty scary because I knew that there has always been homeless people but after seeing this, it made me realize how big it actually was. Kim has also gotten involved with the law to fight against criminal justice reform and give freedom to nonviolent offenders. In an article by Callie she gives a little jist of what Kim has said something like, “I just felt like the system could be so different, and I wanted to fight to fix it, and if I knew more, I could do more," she told Vogue” (Ahlgrim). It is so wonderful that Kim is using her platform to actually do something because she can so easily just not do a thing about it and let others worry about it but no she wants to help people out. She is literally getting into the system to fight it and hopefully fix it. From these good things there does come some bad. The Kardashians have also affected popular culture of today negatively to say. They are sadly setting unrealistic beauty standards for some women of today. The Kardashians are known for having those beautiful curves but honestly not everyone has
them. It then sadly makes women feel ashamed of their bodies because they will compare themselves to the Kardashians. While yes, I agree that this family has made some negative influences in our society, they have also made positive influences. I feel like people a lot of the times see them as bad people who only care about themselves which is why some people just plain out don’t like them, but they aren’t that bad of people, they have done good and have actually used their platform for good things like Kim and Khloe. While the Kardashians have certainly made some big influences in our popular culture, they have also significantly made an influence on their fans or even people who aren’t even their fans.

The Kardashians may not be everyone’s favorite celebrities but they have done some good in our society, and they too are just real people who honestly go through similar things like us. They are human beings just like us, and they too go through day to day activities. They have their own families and they prioritize that. That is one of the things I love about them is that they are so family oriented. I am someone who has been interested in makeup and Kim and Kylie have been some of my favorite girls in the makeup industry. Personally I am a fan of them, I will admit that at first I was not and frankly I didn’t really care about them. I just thought they were annoying celebrities who did nothing but care about their money and themselves but watching the show later on gave me a different perspective on them. As Marcus mentions in her article of the Kardashians she says “You watch for sort of over-the-top-situations and really a very soapy family dynamic,” (Marcus). People like I make those certain connections with them. I love their particular family bond they have and my family as well is a close knit family so it was so nice seeing them like that and being able to relate to that on a personal level. They may seem like egocentric people, but aren't we all a bit selfish in some ways? They go through things just like us, whether that be relationship wise or within family situations, and I feel like people, including
me, can make those types of connections with them. For example Kourtney and Scott’s relationship is probably one of the biggest ones in this family, and those two have gone through their rough patches just like other people have in their own relationships, but they have always been able to remain civil, especially for their kids. I may not have been a fan of the Kardashians when I first learned about them, but after later research and watching their show *Keeping Up With The Kardashians*, you see things from a different perspective, especially when you’ve had more details and not just what the tabloids say.

The Kardashians have definitely left a mark on our society whether that be a good or bad one, they have left it there. They are just human beings, and while yes they have done their share of bad things but they’re still people who made some mistakes along the way. That is evitable everyone makes mistakes but the important thing to grasp from those moments is to not let it happen again, and the Kardashians have learned from those moments. Overall, our society would not be the same if it weren’t for them. They have made changes in some of important industries like beauty and fashion, and those changes would not have happened without them. No matter what they have done, they have become such a big icon to our society, I mean everyone knows who they are. They will definitely be remembered as the most influential family, I can see it. These powerful women have left such a mark on me, and I never knew they actually would have done so but they did. The impact the Kardashians have left on our society has all come from their platform and they have used it for good, not just to make more money, but all of that has ultimately lead to the changes in some industries, and just all around shown that people like the Kardashians can use their platform to make changes and influence our society as a whole.