

Who Are the Kardashians and How Did They Become So Successful

The Kardashian family has captivated the world's attention for over a decade, becoming one of the most famous and influential families in entertainment history. Their reality television show, *Keeping Up with the Kardashians*, has spawned numerous spin-offs and has catapulted the family members to global fame. But who are the Kardashians, and how did they achieve such extraordinary success?



BTS: Who are they and how did they become so successful , 1st Edition by Julie Lyonn Lieberman

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The Early Days

The Kardashian family matriarch, Kris Jenner, is a former flight attendant who married Robert Kardashian, a renowned attorney, in 1978. The couple had four children: Kourtney, Kim, Khloé, and Robert Jr. Following their divorce in 1991, Kris married Olympic gold medalist Bruce Jenner (now known as Caitlyn Jenner) in 1991.



The Birth of Reality Television

In 2007, the Kardashians signed a deal with E! Entertainment Television to star in a reality television show that would follow their lives. *Keeping Up with the Kardashians* premiered on October 14, 2007, and quickly became a ratings juggernaut.



Exploiting Social Media

While the show brought them into the public eye, it was the Kardashians' strategic use of social media that propelled them into the stratosphere of fame. Each family member amassed millions of followers on platforms such as Twitter, Instagram, and Snapchat, using these platforms to engage with their fans and build their personal brands.



Branding and Business Ventures

Beyond their reality television show, the Kardashians have launched a myriad of successful business ventures. They have their own clothing lines, beauty products, mobile apps, and fragrances. Many of these products have become immensely popular, generating millions of dollars in revenue.



Controversy and Criticism

The Kardashians' success has not come without controversy. They have been criticized for their lavish lifestyles, constant self-promotion, and perceived lack of talent. However, the family has managed to weather these storms, maintaining their massive fan base and global influence.

Cultural Impact

The Kardashian family has had a profound impact on popular culture. Their reality television show has popularized a new genre of entertainment, and their influence on fashion, beauty, and lifestyle trends is undeniable. They have also been outspoken advocates for social causes, including LGBTQ rights and mental health awareness.



The Kardashians' journey from obscurity to global fame is a testament to their entrepreneurial spirit, adaptability, and savvy use of media and social platforms. While they have faced criticism along the way, there is no denying the family's influence and impact on contemporary culture.

Additional Resources

- Keeping Up with the Kardashians on Wikipedia
- Keeping Up with the Kardashians on IMDb
- The Kardashians' Influence on Culture: A New Era of Celebrity (New York Times article)



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