# Kylie Jenner’s brand Khy faces mixed reviews amid relationship buzz



Kylie Jenner’s clothing brand Khy has come under intense scrutiny amid growing speculation about her relationship with actor Timothée Chalamet. The couple, who have been dating for two years, appeared together at Coachella last weekend; however, a body language expert described their interaction as “awkward,” despite their public displays of affection. This follows a previously viral moment during a tennis match at the BNP Paribas Open that also raised questions about the status of their relationship.

While attention remains fixed on Kylie and Timothée’s personal lives, Khy—the fashion label launched by Jenner on 1 November 2023—is receiving mixed reactions from consumers and fashion commentators. The brand, which generated over $1 million in sales within its first hour, specialises in ’90s-inspired swimwear and faux leather apparel. Recently, Kylie shared an Instagram photo featuring herself in a black, minimal pins-studded miniskirt paired with a matching crop top, part of Khy’s continuing focus on faux leather pieces.

The Daily Mail reports that while some followers on Instagram praised the look, calling Jenner “the most beautiful woman to ever exist” and “so sexy,” others have publicly criticised the brand for its pricing and wearable appeal. Many shoppers question how accessible the clothes are for the average consumer, drawing unfavourable comparisons to fast fashion outlets such as Shein, particularly citing the high costs despite certain items’ similarity to much cheaper garments available elsewhere.

A notable example is Khy’s black sequined micro shorts, which retailed at $48 and subsequently sold out. Critics pointed out that nearly identical shorts made from polyester are sold on Shein for around $10. Online discussions on Reddit have expressed scepticism about the brand’s true market impact, with users questioning whether Khy’s popularity is a genuine trend or merely a “money grab.”

Comments from shoppers include: "Where does one wear this to? They're sequin volleyball shorts," and sarcastic suggestions like, "Grocery store. Perfect for when you need to get some eggs." Another user remarked that the items offered by Khy could be found cheaper or with better quality and ethical standards elsewhere. Price points across the Khy collection range from $42 for a baby tee to $498 for a double-breasted leather coat, which some consumers feel are too steep given the style and construction.

Further critique has centred on Khy’s marketing approach. Unlike Kim Kardashian’s highly successful Skims, which uses celebrity models, Khy appears to rely mostly on gifting clothing to friends and social media influencers, such as Alix Earle. This strategy has led some to suggest that the brand’s visibility is largely dependent on Jenner’s personal connections rather than traditional advertising. One commentator stated, “Every single item of clothing in this line she picked because she'd wear it and looked good on her. The only people we ever see wearing anything from Khy are ‘influencers,’ friends and family. Which we all know they are getting it for free.”

Despite the critiques, Kylie Jenner’s influence remains undiminished in some circles. As one Reddit user reflected, “Kylie looks fantastic in anything but I can't see it suiting the ‘average’ lady.” This ongoing debate about Khy’s fashion relevance unfolds as Jenner continues to navigate public interest in her career and personal life.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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