

GREGG LEMKAU: It's my great pleasure to be here today virtually with Kris Jenner. Kris is a media and entertainment entrepreneur best known for her family's hit reality series on E, *Keeping Up with the Kardashians*. She's officially founder and CEO of Jenner Communications through which she manages the career and businesses of her six children. So Kris, thank you for being with us today and for sharing your story with this great group of enterprise.

KRIS JENNER: Thank you, I'm excited to be here. Really excited to see everybody and just be a part of your powerful powerhouse and everything that-- all the wonderful entrepreneurs that are on the call. On the Zoom. Our new life way of life.

GREGG LEMKAU: Exactly. Well thank you. Kris, why don't we start with your story. You know, how did this all happen? How did you go from the original momager to building this Kardashian Jenner brand into the powerhouse that it is today?

KRIS JENNER: Well, goodness. Well, the show, I think, is truly the foundation of how we all got started. I think that the show was the foundation. And as the popularity grew, we tried different businesses and it was always my philosophy to explore every single opportunity and not dismiss anything. And see if it was a fit. And try to learn, really, on the fly is really how I did it in the very beginning. Just trying to focus on helping the kids achieve their dreams. As each child got a little bit older and a little more experienced in this new entertainment world that we were in, it was really trying to figure out what their passion was, what they wanted to do with their lives. And then I was trying to be right there figuring out how to make it happen. You know? And I would just roll up my sleeves and say, "Okay, I got this. I think I can do that."

And I knew enough people. I think sometimes it's also all about our relationships and the people that we meet and grow from along the way. And I was incredibly blessed when I was young and and I was a mom and I was married to someone who knew and whose best friends were executives and producers and ran studios and-- it's almost like I learned a business through osmosis. Through sitting around at, you know, Irving Azoff's dinner table listening to him create the Eagles in the '70s. You know? And form bands and create businesses. And I learned, literally, from the best without even realizing what was happening.

So, when I learned from people that old school kind of way of doing business, I learned that you don't dismiss anything. And

nothing is promised. And you know, it was really my job to focus on the kids. And I felt as a mom that if I could, my dream was, in the beginning, if I could find a path for each one of them, that they would be successful at, thrive at, love and be passionate about, then I mean that was my dream come true.

GREGG LEMKAU: You know, 14 years ago when it started, 2007, Twitter had barely started. There was no Instagram. Not even a hint of TikTok. How did your family start to engage with fans on social media? And how did that end up becoming such an integral part of building the brand?

KRIS JENNER: Well, in the beginning my producing partner, Ryan Seacrest, who's still my producing partner and one of my best friends, he called me up one day and he said, "You know, Kim," we had just started filming, and he said, "Kim really ought to take a look at this thing called Twitter. Because, you know, I don't think you guys are on it. I think I'm going to join. Kim should join. You never know what's going to happen." And by the way, it was barely Twitter. And there was no other social media platform like it.

And at the time I think my kids were really the first celebs to explore blogging and did blogging, as kind of a segue into social media. And Kim would take her Canon camera and she would take all these pictures of her life and what was happening and her friends and fashion and closet organizing and everything that she was interested in. And she would upload it and literally use AOL instant messenger to communicate with getting things on her website. And it was a whole process that was quite crazy. So, when you think about it now and you can just do something in two seconds and press Send, it's remarkable how far we've come since 2007.

But we realized that when she did get onto Twitter, she used it as almost like an instant focus group because she discovered that she could get on-- I remember when she had her first fragrance. And she went on Twitter and she said, "Hey guys, I want to do a fragrance. What does everybody think?" And so she got this great response. And then she went back to her fans who had been so loyal and said, "Okay, this is my bottle. Do you like the dark pink or the light pink?" The bottle was black. And then it had a trim. She goes, "Which trim do you guys like? Dark pink or light pink?" So, she used social media and taught the rest of us, not only can you have a lot of fun and connect with your friends and your fans and your family. But you can also use it as a focus group. And she was the queen of doing that.

GREGG LEMKAU: If you think back on the show and the incredible success of the show, you know, it started off you were a well-known, well off family in California and you've become the most famous family in the world, running a billion dollar enterprise, businesses across everywhere. How do you explain the success? What's the combination of hard work and timing and luck? And to what do you attribute the fascinating success?

KRIS JENNER: I really do attribute most of it, it's the perfect storm of a lot of things, but most of it is the work ethic of the girls. I could have the greatest idea in the world. I could create the best TV show ever known to man. But if nobody shows up it's worthless. You know? And these girls, when we first started filming season one, we were doing 18 hour days, seven days a week. There were no days off. And I really thought, I'm so much older than everybody else. This is a marathon. You know? But it was very rewarding because we were all doing it together. And I think the success came from the work ethic and the passion that everybody had to get up and do this and keep doing it and keep doing it.

And I remember, I'll never forget the day we were only a month into filming or maybe a little longer. And the network said, "We'd like you to-- we're signing you up for season two." And we were so excited. And it was a bit celebration in my living room. And then we realized, oh wait, we're not going to have a break." I said, "Is there a break in between?" They said, "Yeah, you get two weeks." And we're like, "Two weeks?!" So, you know, it was-- the success came at a price. But unless you show up, there's no success. So, it's the work ethic.

GREGG LEMKAU: You talk about brand. And you've got six kids. Six different businesses. Six different brands. How do you think about the family brand versus the individual brand of each of your children?

KRIS JENNER: You know, that's really interesting because each brand seems to support the next one. It's really fascinating. I think they're so separate and but at the same time they really support each other. And when one brand grows, it seems to benefit all of the others. It's almost like having this ecosystem that feeds into each other and, you know, and we have to water it, you know, to make sure that it continues to grow.

But it's-- the family brand, the personal brand, and then if somebody has great success, it works for everybody else because

it just elevates what's happening, you know, with-- somehow it just works for us.

GREGG LEMKAU: You and your family have been, it feels like, at the forefront of every wave of consumerism for the past ten or 15 years. And I can't tell if you're fast followers or you go there first and the world follows you. It feels more like the latter. Where do you think is next? What big trends are coming in consumerism over the next five or ten years?

KRIS JENNER: Well, I think that people have gotten used to having things new, frequent, fresh. I think that people want instant gratification more and more. Especially now that they're sitting at home and they're not out and about, and you can, you know, send something in 24 hours or eight hours now and get something instantly.

But I think that as time goes on our attention spans are getting shorter. And I think the consumer behavior, they're just looking for-- we have to think of things that are launching quicker. And I notice, you know, with Kim and SKIMS, she might have a drop a week these days. And the same with Good American and Khloe. You know? Their things are coming out so often. There's this need for fast fashion. There's also the timelines and, you know, the amazing fashion and all of that. I don't think that will-- that will change, and they'll learn to pivot on some level. But I think that these new generations really want things that are frequent and new and fresh.

GREGG LEMKAU: You announced that *Keeping Up with the Kardashians* is going to air its last season, I think, early 2021. What's next on that front? Is it a fade back into private life for family? Or is there going to be a different platform on which you'll share your family with the world?

KRIS JENNER: Wow, that's a good question. I think for us it was a decision that we made. It was with a heavy heart, for sure. And it was something that we just felt it was time for *Keeping Up with the Kardashians* to-- we did 20 seasons. We all felt good about it. I still think that was the right decision. And we're going to take a little break. And we're going to be, you know, letting it breathe for a minute. And I just always feel-- I look at the glass half full and I always believe that the best is yet to come.

GREGG LEMKAU: We've got an audience of entrepreneurs out there. What's the one piece of advice you'd give to our 100

entrepreneurs as they build their companies?

KRIS JENNER: Well, I always say if somebody says no, you're talking to the wrong person. And you're going to get a lot of nos. I mean, I'm just somebody who never gives up. I power through really difficult things that happen. And you have to have really tough skin. You know? I think I've developed a strength and the ability to pivot, you know? I gave a talk to a bunch of people about a year ago. And some influencers asked me for my best advice, you know, concerning them. And I said the best advice I can give someone is have a plan B. Always learn how to pivot. And always, I think, that people that we have in our lives and that we work with are the most important asset that we can have. Your relationship with the people you work with is more important than the contracts that you sign.

GREGG LEMKAU: Awesome. That's great advice and a great way to finish it. Well Kris, thank you so much for your time. Thank you for your insights. Thanks for sharing your story. Really, really appreciate it.

KRIS JENNER: Thanks guys. Thanks for having me. I really had fun.

GREGG LEMKAU: Great.

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