



Celebrity clicks

Between crowded shop floors and the hassle of leaving the house in the first place, there are so many great reasons to shop online. *Upward Curve* rounds up some of the most successful celebrity-led online brands for women in 2022

HONEST BY JESSICA ALBA

Jessica Alba didn't just put her name to this brand. Through regular close contact with her team, she ensures the brand and its products represent

her personal values. With its beauty and clothing lines, baby products, cleaning formulas and bath and body items, Honest is committed to providing safe, sustainable

and ethical products for consumers. The bespoke gift guide and favourites sections of the website are curated by Alba herself, who says Honest is about "transparency, trust, sustainability and a deep sense of purpose".
[honest.com](https://www.honest.com)

KYLIE COSMETICS BY KYLIE JENNER

If there's one thing Kylie Jenner is known for, it's her luscious lips, which is what starting Kylie Cosmetics was all about – according to Jenner herself. With a dream to share the make-up she personally loves with her fans and the rest of the world, Kylie burst onto the cosmetics scene with her

signature Kylie Lip Kits and has grown exponentially from there. The cruelty free, vegan brand focuses on quality and lasting products that Kylie herself is "obsessed with" and carries a huge range of cosmetics and accessories.

[kyliecosmetics.com](https://www.kyliecosmetics.com)

SKIMS BY KIM KARDASHIAN

For Kim K, her shapewear brand is all about making practical and comfortable options for people of all shapes and sizes. With up to ten different skin tone options, underwear made to stretch to two times its size, and even swimwear and comfy lounge clothes, the brand not only focuses heavily on diversity in its product range, but also in its advertising campaigns.
[skims.com](https://www.skims.com) >

Above: Kim Kardashian, owner of Skims, at New York's 2018 Metropolitan Museum of Art Costume Institute Gala **Left:** Kim's half-sister Kylie Jenner owns Kylie Cosmetics



THE ROW BY MARY-KATE & ASHLEY OLSEN

The clothes at high fashion brand The Row often reflect the interesting and unique styles of its founders, Mary-Kate and Ashley. The long silhouettes with billowing fabrics and monochrome colour schemes that grace these digital shelves are not hard to imagine on the figures of these famous twins. A focus on 'uncompromising quality' can be seen in the tailoring and unique designs of each piece in their collection.

therow.com

FENTY BEAUTY BY RIHANNA

Entering the market with 50 unique shades, Rihanna's make-up brand is all about inclusion and skin tone matching. The founder saw a huge gap in the market for a foundation that truly filled that void so that "people everywhere could be included". With lines of skincare and perfume now added to the list of products on offer, Fenty offers a full range of beauty essentials.

fentybeauty.com

DRAPER JAMES BY REESE WITHERSPOON

As a nod to her own southern roots, Reese has put together a brand of feminine and classic fashion with that "special breed of charm" that is so important to her own personal style. The different collections are based around bold and flirty fabric choices designed in many different styles, including dresses, jumpsuits and blouses; all with silhouettes reminiscent of that fun and light southern style.

draperjames.com

GOOP BY GWYNETH PALTROW

Beginning as a simple newsletter from her own kitchen, Paltrow's lifestyle brand has grown in popularity exponentially since. Goop is all about curating clean and organic products in a number of different areas, including beauty and cosmetics, food and cooking,

Above: Mary-Kate Olsen and Ashley Olsen wearing The Row at the 2019 CFDA Fashion Awards at Brooklyn Museum
Below: Goop owner, Gwyneth Paltrow with Brad Falchuk



fashion and wellness. It has its own skin-care line and many other products made or tested in-house to ensure brand alignment.

goop.com

FABLETICS BY KATE HUDSON

Fabletics is all about quality crossed with affordability. Its giant range of athletic and athleisure wear use the latest advances in sportswear technology to achieve perfect performance. While the co-founders began their journey with Kate Hudson at the forefront

of the brand, Fabletics is now a brand known to sell lines designed or hand-picked by many other public figures, including Lizzo, Demi Lovato and even Kevin Hart.

fabletics.com

IVY PARK BY BEYONCÉ

As perhaps one of the most famous A-listers in the world, it was no surprise when Beyoncé launched House of Deréon in 2005. The collaboration with her mother – which extended into junior fashion – ended in 2012, but two years later the mega star returned to fashion with Ivy Park; now a five-part collaboration collection; the latest is an athleisure collegiate chic collection with Adidas, named Halls of Ivy.

adidas.com/us/ivypark

HOUSE OF HARLOW 1960 BY NICOLE RICHIE

Nicole Richie's brand is all about the bling, with earrings, necklaces and wristbands designed to blend into the natural surroundings of L.A., where they are designed. While the focus is still on jewellery, the brand has expanded to selling footwear, clothing and other accessories, such as crystals. The combination of L.A. magic and vintage charm reflects Nicole's own tastes and personality.

houseofharlow1960.com

