

I'll admit when I first realized we would be researching failure stories that turned into successes, I did not know who or what to focus my attention on. So I flipped on the television and the idea hit me like a ton of bricks. One of the most noticeable and possibly even more controversial failure to success stories of the 21st century would have to be Kim Kardashian-West. It may seem that she came out of virtually no where, but Kardashian-West road to fame and wealth came from a very unlikely source.

Before the early 2000s, the only notable Kardashian in the media was Robert Kardashian, recognized primarily his part in the historic trial of OJ Simpson in the 1990s. But in 2003, another Kardashian was in the media for her tawdry affairs: Robert's daughter Kim. Kim was featured in a sex tap with then boyfriend and singer Ray J (Keeping Up with the Kardashians and Their Net Worth, 2015). Before her star could even shine, Kim Kardashian was already experiencing a very dramatic fall from the public's good graces.

After taking a few months to conceive a plan, Kim partnered with her mother Kris Jenner to combat both public scrutiny and the adult entertainment company that held her video. Through networking with close friend and former employer Paris Hilton, Kim met with a leader in the pornography industry Joe Francis and the owner of Vivid entertainment and drafted a deal that would earn her \$50,000 a month from her video (Davison, 2015).

Kim Kardashian's star seemed to take off immediately after the signing of her deal with Vivid Entertainment. Before the ink could dry, Kim was set to star in a reality show based around her family, appropriately titled Keeping Up with The Kardashians, which in part was used to clean her tarnished image (Keeping Up with the Kardashians and Their Net Worth, 2015). The success of the reality show resulted in multiple spinoffs starring Kim and her family, multiple product endorsements, and most recently a catalog of mobile apps.

In 2014, Kim Kardashian launched her mobile video game "Kim Kardashian Hollywood". The free app is meant to guide young starlets on their road to fame with Kim as a mentor. Through the use of in app purchases the game earned a whopping \$1.4 million with in its first 4 days on the market (Wortham, 2014). With her newly found connections in the mobile app industry, Kim helped her sisters create their own lucrative subscription based apps in the summer of 2015, with younger sister Kendal having the most successful app (Stellar, 2015). After viewing the success of emojis and third party keyboard, Kim Kardashian-West released her third app named Kimoji which temporarily crashed the largest mobile app marked in the world with its release on December 21, 2015 after reaching over 90,000 downloads per millisecond (Kirst, 2015).

Now while I do not agree with the way in which Kim Kardashian-West came to fame, it is admirable how she was able to turn her life around. Through extensive use of marketing and and consequence she turned a potentially embarrassing moment and what she calls her biggest regret into a lucrative opportunity (Kardashian, 2012). Not only was she able to grow her fame,

she also carried her family with her every step of the way. After reading Mrs. Kardashian-West's story its very clear to me why she is worth \$85 million (Vultaggio, 2016).

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