

# Kat Von D



# TABLE OF CONTENTS

- 01 INTRODUCTION
- 02 TIMELINE
- 03 BRAND CONNECTIONS
- 04 REBRAND REACTION
- 05 THE CONTROVERSY

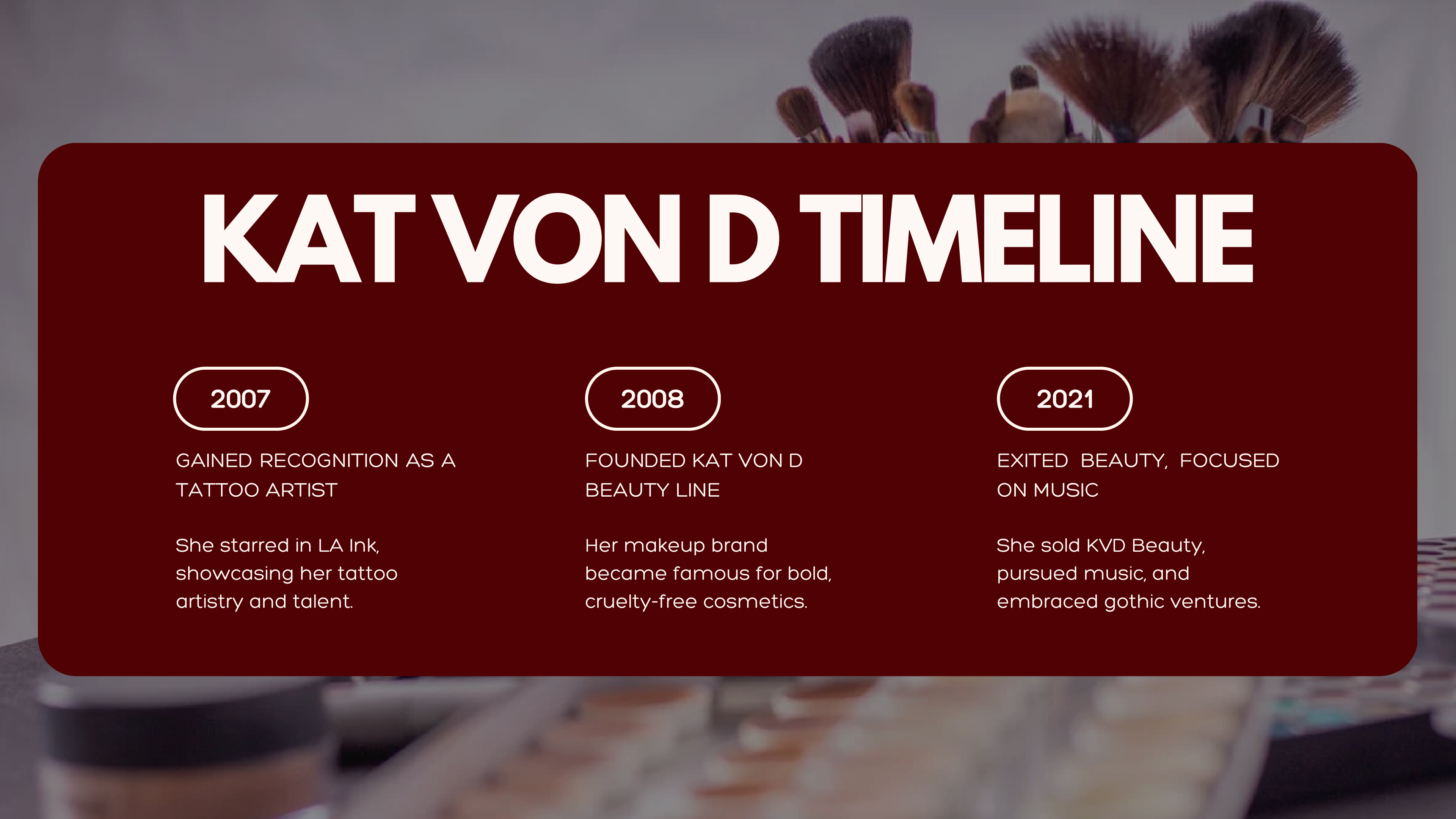




# THIS IS KAT VON D

## ABOUT HER

Kat Von D is a tattoo artist, entrepreneur, and former reality TV star known for LA Ink. She founded Kat Von D Beauty, later rebranded as KVD Beauty, and transitioned into music and activism. In recent years, she shifted focus to personal projects, including tattooing, vegan advocacy, and gothic-inspired ventures.



# KAT VON D TIMELINE

2007

GAINED RECOGNITION AS A  
TATTOO ARTIST

She starred in LA Ink,  
showcasing her tattoo  
artistry and talent.

2008

FOUNDED KAT VON D  
BEAUTY LINE

Her makeup brand  
became famous for bold,  
cruelty-free cosmetics.

2021

EXITED BEAUTY, FOCUSED  
ON MUSIC

She sold KVD Beauty,  
pursued music, and  
embraced gothic ventures.

# KAT VON D BRAND PERSONALITY



## EDGY

BOLD,  
UNCONVENTIONAL,  
AND REBELLIOUS  
AESTHETICS

## ARTISTIC

CREATIVITY-  
DRIVEN, INSPIRED  
BY TATTOOS AND  
GOTHIC CULTURE

## AUTHENTIC

STRONG PERSONAL  
VALUES REFLECTED  
IN BRANDING

## TATTOOS

SIGNATURE STYLE,  
ARTISTRY, AND SELF-  
EXPRESSION

## GOTH

DARK, DRAMATIC,  
AND  
ALTERNATIVE  
BEAUTY

## VEGAN

CRUELTY-FREE,  
ETHICAL, AND HIGH-  
PERFORMANCE  
PRODUCTS



# KAT VON D BRAND ASSOCIATIONS

# KVD REBRAND



EXCLUSIVE  
→  
INCLUSIVE



EDGY  
→  
ETHICAL



LUXURY  
→  
SUSTAINABLE

# THE REACTION

## KENDO'S VISION FOR REBRAND

Kendo embraced KVD's transformation, reinforcing its commitment to vegan, cruelty-free beauty while distancing from Kat Von D's personal brand. The company ensured continuity in high-performance products while shifting focus to inclusivity and sustainability. Despite mixed reactions, Kendo positioned the rebrand as a modern evolution, aligning with ethical consumer trends.



# REBRAND REACTION

## GAINS

KVD Vegan Beauty strengthened its ethical appeal, attracting conscious consumers who prioritize cruelty-free, vegan products. The rebrand aligned with sustainability trends, expanding its audience beyond Kat Von D's personal following. Kendo maintained product quality, reinforcing trust, while distancing the brand from past controversies, making it more commercially viable.

## LOSSES

The brand lost its original rebellious edge, alienating fans drawn to Kat Von D's personal artistry and identity. Some loyal customers perceived the rebrand as corporate-driven, lacking authenticity. Additionally, shifting away from its founder's image risked weakening emotional connections, leading to decreased engagement among longtime supporters of the brand.





# RECOMMENDATION

## STRENGTHEN AUTHENTIC BRAND IDENTITY

To maintain loyalty while expanding reach, KVD Vegan Beauty should emphasise storytelling and heritage in its marketing. Highlighting its high-performance, ethical roots while reintroducing bold, artistic elements can recapture its original audience. Engaging influencers, launching limited-edition collections, and reinforcing sustainability efforts will help balance innovation with brand legacy.



# THE CONTROVERSY

## KAT VON D'S CONTROVERSY & EXIT

Kat Von D faced backlash over anti-vaccine comments and past controversies, leading to reputational damage. Accusations of problematic behavior distanced some consumers, prompting Kendo to rebrand KVD Beauty without her. As criticism grew, she sold her remaining shares in 2020, severing ties and allowing the brand a fresh start.



**AUTHENTICITY,  
ADAPTABILITY, AND  
ETHICAL ALIGNMENT ARE  
CRUCIAL FOR LONG-TERM  
BRAND SUCCESS.**