LICENSING QUEEN
There's Kim Kardashian Eau de Parfum and even Kardashian Candles. But by far the tastiest products to which Kim lends her name are Kim Kardashian's Va-Va-Va-Nilla Cupcake Mix (distributed by L.A.'s Famous Cupcakes) and Kim's Favorite Couture Lollipop for Sugar Factory—which, thanks to its bejeweled handle, satisfies both a sweet tooth and a thing for bling.

SUPER SPOKESMODEL
The reality star has shilled for everyone from QuickTrim ("How hot can you be?") to PerfectSkin ("I have spent years searching for the perfect skincare system"). This past spring she promoted Kotex, becoming the rare celebrity to champion a feminine hygiene product.

STYLE ICON
Kim and sisters Khloé and Kourtney kollaborate on a variety of fashion ventures. The Kardashians for Bebe collection features, among other

WEB MISTRESS
Kim's virtual presence generates actual cash. Her website, which gets more monthly page views than the Yankees', hosts ads for Sony, McDonald's, and General Mills. Its online store has, among other merch, a tank top that reads THE PEOPLE'S PRINCESS. On Twitter she demands at least $10,000 to plug a product to her five million followers. Subscribers to shoedazzle.com pay Kim and her crew of stylists to help them decide what to wear.

LIFE OF THE PARTY
Kim would be delighted to come to your next energy drink launch or smart phone celebration—but she doesn't come cheap. She reportedly commands as much as $75,000 to splash around a Vegas pool party or spin through a roller-disco bash thrown by Pepsi. Though liquor rarely touches Kim's lips, she has blown red-carpet kisses at events for Hennessy Black, Belvedere IX, and other ominously labeled spirits. T.P.

boots on eBay for three times wh
She also began to harbor reali
was in high school, I was obsess
told my best friend, Allison: 'You
want to be on a reality show—th
do.' She said, 'You don't have to
I'll have my dad call.' Her fathe
weren't old enough to be on the s
When she was 19, Kardashian
her boyfriend, music producer D
wedding I wore black leather pant
Prada wedges. No flowers." Kar
"And no family. It was so bizarre.
then—as I said, I always wanted
wanted to have kids at a young ag
pendent, really the opposite of wh
Her father was furious, and after
he handled her divorce. In 2003 R
agnosed with cancer of the esopha
he was dead. "I was devastated,"
pended on my father for everythin
serious it was—we thought he wo
the time of her dad's death, she ran i
In her connect-the-dots, Beverly H
his older sister, the singer Brandy.
our hotel room, and we decided to
dashian later told *Glamour* magazi
she was traveling with Hilton (thei
fizzle), and the tape had somehow
dashian's mom, hired lawyers, and a
out with Vivid Entertainment for a
The sex video made Kardashian fam
why there are lingering questions abo
and in the summer of 2007, Kris pitch
Kardashians to Seacrest. "My mom w
ager," Kardashian explained. "He had
called *I'm a Celebrity...Get Me Out of*
to do a follow-up called *I'm a Rich Kid.*
was asked, and I was ready to do that sh
to send us to Australia and put us in
My mom became my manager around
I'm a Rich Kid...Get Me Out of H
it prompted Kris and Kim to start t
shows in a serious way. While the s
tracted viewers, the Kardashians alw
as a way to reset and control the con
family. Kim and Kris sat down and
they hoped to achieve with the show
Kim said, "like—I want to buy a parti
bag or Cartier bracelet. And some we