

Relationship Advice: 6 Ways Celebrities Grow Their Money



We all love celebrities and their lifestyles that are larger than life. They set the trends on almost everything, from fashion to technology and even makeup looks. With such great influence and a lot of money to spend, you may wonder how celebrities grow their money, and what you can borrow from their investment tricks.

Even if you're not a celebrity, when choosing investments worthy of your money, one can use the [dividend yield calculator](#) to project the potential of certain investment portfolios that you may be interested in.

In this article, we have compiled a list of several techniques celebrities invest their money.

Kim Kardashian

Kim Kardashian started off as a socialite who seemed to simply love the spotlight. She was from a rich family and was labeled as untalented by some media quotas. Her business prowess was underestimated by many for a very long time. Over the years, Kim Kardashian has proved her critics wrong. In 2009, she and three others started an online shoe business known as ShoeDazzle. She has also partnered with her sisters Khloe and Kourtney on several clothing line ventures and perfume lines. Kim Kardashian has invested solely in a shapewear line and partnered with her billionaire sister Kylie on a couple of make up ranges.

Coupled with her reality TV shows, which she has been executive producer for decades, Kim Kardashian is undoubtedly a gifted businesswoman. She has leveraged her fanbase and turned them into buyers of the products they have always seen her using. One thing you can learn from the most famous Kardashian is that you can turn your fans into money.

Kylie Jenner

Following in her big sister's footsteps, the youngest of the Kardashian-Jenner clan has been nothing short of a girl with her eyes on the goal. Forbes named Kylie the youngest dollar billionaire ever at only 21 years of age, trumping tech developers like Zuckerberg. Unknown to many, Kylie started out her investments in real estate, flipping houses and making millions as she did so. With her famous name and exquisite taste on the tag, Kylie knew just how to buy and flip with an impressive profit margin. Kylie would later launch a makeup

line, Kylie cosmetics, with her products selling out in a matter of hours thanks to her smart marketing techniques. She recently sold a significant portion of the makeup line for a reported \$600 million. Kylie has clearly challenged many celebrities with her business acumen.

Ashton Kutcher

The celebrated Hollywood actor has had his eyes on several investments in the tech startup space both through direct investments as well as through his investment firm A-Grade Investments.

Some of these tech investments include social magazine App, Flipboard, vacation-rentals service Airbnb, and a photo-sharing application known as Path. Kutcher also invested in Skype before Microsoft acquired it for \$8.5 million. You can tell Kutcher knows the tech startups worthy of his money.

Justin Timberlake

Timberlake has slowly but surely spread his investment portfolio over several assets. He has investments in golf, clothing, and even a boutique record label.

Additionally, Justin Timberlake invested \$2 million in a photo startup known as Stipple. He has also invested in Tapulous, an app maker that has been acquired by Disney. It is clear that the talented actor is a brilliant investor, just as he portrays in his role in "The Social Network."

George Clooney

This list will be incomplete without George Clooney. The actor started a liquor brand "Casamigos," which was meant to be Tequila for his friends. Diageo recently acquired the brand for \$1 billion. I guess we can learn a thing or two about turning your hobbies into investments from George Clooney.

The Carters

Beyonce and her husband, Jay-Z, are a billion-dollar couple. Jay Z, who refers to himself as a businessman has a diverse investment portfolio starting with his popular streaming service Tidal. Jay-Z has had in eyes on his Roc Nation talent label, among other assets. On the other hand, Queen B has invested largely in comfortable and unique sportswear through her brand Ivy Park. Beyonce has had her eyes on Disney producing a successful musical, the [*Lion King*](#). Following the success, Beyonce is said to have signed a three-movie deal worth \$100 million with Disney.

Ellen DeGeneres

The popular daytime TV star and comedian is also famous in the Hollywood real estate industry for house flipping. Ellen has bought, renovated, and sold over 12 houses throughout her life as a celebrity. One of her major real estate flexes was selling a mansion she bought at \$40 million for a \$15 million profit.