

818 Tequila's Kathleen Braine on Building a Brand With a Celebrity Founder

In this episode of Brave Commerce, Rachel Tipograph and Sarah Hofstetter speak with Kathleen Braine, chief marketing officer at 818 Tequila.

Kathleen shares what it's like to work side by side with founder Kendall Jenner to shape 818 into one of the fastest-growing tequila brands in the U.S.

She discusses the importance of honoring Jenner's creative vision while scaling a business that balances brand storytelling, retail relationships, and digital commerce.

From Nascar partnerships to platform-native content, Kathleen reveals how 818 is growing both brand love and business outcomes simultaneously.

Key takeaways:

- Building a lifestyle brand requires close creative alignment between founder and CMO.
- Younger consumers want versatility and intentionality in what they drink and how they shop.
- Digitally native strategies are essential in regulated industries like alcohol, where compliance and shoppability must go hand in hand.

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