

TALENT RESOURCES



REAL ESSENTIALS

Case Study

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OVERVIEW



Real Essentials is a fashion brand that is making waves in the industry with its versatile and trend-forward collections. Offering a selection of stylish apparel, accessories and shoes, Real Essentials has become a go-to destination for fashion-forward individuals. Talent Resources has placed the brand in featured top-tier media outlets such as **New York Post, WWD, Forbes, US Magazine, Yahoo Life and Parade Magazine**, just to name a few, elevating its profile among fashion aficionados. With cutting-edge designs and quality craftsmanship, Real Essentials is quickly becoming one of the hottest names in fashion.

In total, Talent Resources has secured 2,727,378,241 media impressions for an estimated media value of \$25,228,249.

MARIO PRESS



EXCLUSIVE

Mario Lopez: Inside a Day in My Life



Keeping busy. **Mario Lopez** exclusively invited *Us Weekly* to get a glimpse at his daily routine — which includes balancing his career with being a dad of three.

6:00 p.m.

No matter what after-school activity Lopez drops in on, "I'm always dressed in Real Essentials' fashion line," he says. "Their activewear and loungewear are perfect for my busy lifestyle."

17,037,629 UVPM
\$157,598 EMV

WWD

Mario Lopez Talks Real Essentials Ambassadorship and 'Steppin' Into the Holiday' With New Lifetime Movie Musical



For starters, earlier this month, he got to showcase his first project with athleisure brand Real Essentials as its new brand ambassador. His first campaign included Mario's Top Picks, which featured his favorite products, including joggers, pullover hoodies and mesh shorts.

As a father of three, Lopez sees Real Essentials as a must-have line.

"Real Essentials products are great because of their affordability," Lopez said. "They have a ton of options, and it's great for families trying to shop during a time when a lot of people are struggling **economically**. I spend a lot of time at home with my family, and athleisure is my jam."

2,506,813 UVPM
\$23,188 EMV



ALL GROWN UP

Now that his children are older, **Mario Lopez** has no qualms about being "the bad cop" when it comes to Gia, 12, Dominic, 9, and Santino, 3. (Mom is wife **Courtney**.) "I don't think my parenting style has changed," the *Access Daily* host, 49,

tells *Us*. "I'm still pretty strict and a disciplinarian." Though Lopez says his boys are "pretty easy," Gia — who, he jokes, is "going on 25" — is a different story. "I'm pretty much [just] a taxi and a bank," the Real Essentials ambassador explains.



"She goes in her room, she's into her friends and pretty much does her own thing." But despite any challenges, Lopez wouldn't change his party of five for the world: "No matter what kind of day you're having, you get home and see their faces, hear their little footsteps running toward you, screaming, 'Daddy, Daddy!' It makes it all better." He's also found built-in besties to participate in his favorite activities, like playing games — and he doesn't go easy on them then, either. Adds Lopez: "We're all very competitive."



"My wife's still on the fence [about expanding our family]," admits Lopez. "I'm happy with three healthy kids. I couldn't be happier."



Staying Connected

Arie Luyendyk Jr. and wife **Lauren Burnham**'s 3-year-old, Alessi, is already a household name, thanks to the couple's social media and YouTube channel. "She's in school now, and a lot of people recognize her," the *Traitors* star, 41 — who's also dad to 20-month-old twins Senna and Lux — tells *Us*. "It's weird." Still, the *Bachelor* alums have no plans to keep their kiddos out of the spotlight: "We love sharing our lives."



Family Guy

Maksim Chmerkovskiy may be a pro dancer and an activist, but his favorite role is dad to Shai, 6. "I couldn't wait to have kids," the 43-year-old *DWTS* alum, who's partnered with Unify Ukraine, tells *Us*. "It was a dream come true." He's even more excited to welcome his second child with wife **Peta Murgatroyd**. "We've been waiting to have this baby for over two years now," he adds, noting the newest addition has been a "long time coming."

PHOTO: JEFFREY MAYER/GETTY IMAGES; PHOTOS: JEFFREY MAYER/GETTY IMAGES; PHOTOS: JEFFREY MAYER/GETTY IMAGES; PHOTOS: JEFFREY MAYER/GETTY IMAGES

2,506,813 UVPM
\$23,188 EMV



Mario Lopez Reveals He & Wife Courtney Love To Jet Off On 'Quick Weekend Getaways' For Fun Date Nights: 'We're Always Laughing'



So much so, the two, who share three kids: **Gia, Dominic** and **Santino**, make an effort to be alone as much as they can. "We like to go on quick getaways, whether it's to Vegas or Santa Barbara or San Diego," the 49-year-old who is first brand ambassador for **Real Essentials**, the go-to apparel brand for affordable and quality basics, exclusively tells *OK!* "We go for the night so we can sleep, catch up, go to dinner or wine tasting. We go to UFC or WWE fights together, so it's important to have that time."

2,247,931 UVPM
\$20,793 EMV



MARIO LOPEZ PRIORITIZES HEALTH AND TRAINING AFTER 'DEADLY' ILLNESS AS A CHILD



HE PARTNERED UP WITH REAL ESSENTIALS

In other related news, Lopez recently partnered up with the brand Real Essentials, which offers activewear on Amazon.

"For me, training and staying in shape is always a top priority," he said in the promotional video on Instagram. "You should always make your health number one."

11,333,311 UVPM
\$104,833 EMV



[Real Essentials](#)

Mario Lopez Athletic T-Shirts And Shorts

Mario Lopez is promoting [a line of T-shirts and shorts](#).
[Get them at Amazon.](#)

67 Celebrity Christmas Gifts That Will Make You Famous With Your Friends

You watch celebrities in movies and TV shows and you read about them online, so why not have them help you pick out Christmas gifts?

Some of the world's biggest stars are creating, curating and promoting products that could be perfect for the special noncelebrity in your life.

61,000,000 UVPM
\$488,800 EMV

Mario Lopez Reveals His 'Busy' Family Schedule Inspired His Latest Clothing Collab

Mario Lopez just launched his new line with Real Essentials, revealing his kids aged 3-12 'live in sweats.'



Mario Lopez does it all between balancing life at home with three kids, hosting *Access Hollywood* and dabbling in other projects as they come his way — including his new clothing collaboration. The Emmy winner, 49, revealed that his busy family life with wife **Courtney**, and kids **Gia**, 12, **Dominic**, 9, and **Santino**, 3, is what inspired his new line with Amazon's **Real Essentials**. "Everyone is pretty busy with school, activities, and shooting. We're pretty occupied 7 days a week," he said to **HollywoodLife** EXCLUSIVELY. "The whole family wears the brand, they absolutely love the sweat sets," he added.

Mario's Real Essentials' line is currently available on Amazon and Walmart.

7,386,716 UVPM
\$68,327 EMV

Mario Lopez Says Teaming Up with Athleisure Brand Real Essentials "Seemed to Make Sense" This Holiday for This Reason (Exclusive)

The 49-year-old sits down with Celeb Secrets to talk about being the brand's first-ever ambassador, which you can shop on both Amazon and Walmart.



Mario Lopez has a lot to celebrate this holiday season.

45,800 UVPM
\$366 EMV



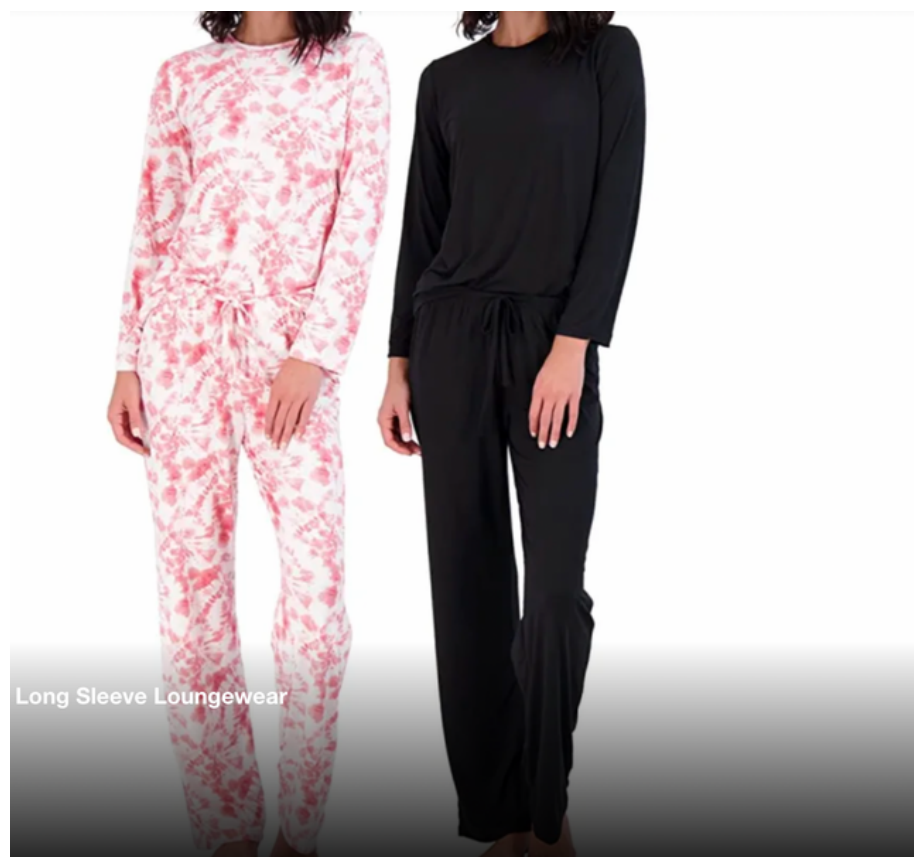
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TOP PRESS

yahoo!life

Real Essentials

You'll Want to Live in These Comfy Loungewear Sets



Long Sleeve Loungewear

404,509,056 UVPM
\$3,741,709 EMV



Great Gift Ideas for Women | 2022 Holiday Gift Guide



Real Essentials Joggers

During the pandemic, I fully embraced comfort combined with style. Now we're in 2022, and I am still embracing this. A new addition to my wardrobe is Real Essentials. Real Essentials joggers are so comfortable. As if that wasn't enough, the Real Essentials joggers also have a flattering cut, and they have functional pockets. They're available in both [jersey style joggers](#) and [fleece style joggers](#) and in a myriad of colors. Plus, they're super affordable.

177,502,189 UVPM
\$1,420,018 EMV



The drop a hint or buy yourself Valentine's Day Gifts that you want

Real Essentials



You know how he's always asking you for hoodies that don't leave him too hot or too cold? You just found him these great long sleeve athletic pullover hoodie sweatshirts with kangaroo pockets that are JUST RIGHT. Give the gift of comfort to your loved one (it's such a simple luxury).

These versatile pullovers are appropriate for any casual occasion and the perfect gifts for boyfriends, husbands, sons, or even yourself (yes, they are available in women's sizes and colors as well). With a UPF 50-rated fabric, the sun is automatically blocked and prevents harmful ultraviolet rays and long-term damage to the skin.

Best of all they come in 3-packs in an assortment of colors and with sizes ranging from small to 5XL, in regular and big and tall (like my husband), you'll find the perfect pack for him.

212,382,942 UVPM
\$1,964,542 EMV

yahoo!life

Everything Our Editors Bought and Loved in January

This month's purchases and recommendations delivered straight to your browser.



These are the purchases our editors made on Amazon this month that we highly recommend. From repurchases to new discoveries, there's some great finds here.

404,509,056 UVPM
\$3,741,709 EMV

yahoo!life

Amazon is having a huge sale on its mega-popular loungewear — get up to 55% off, today only



It's time to get comfortable indoors because Mother Nature is about to make it really unpleasant to go outdoors for the next few months. As always, Amazon is here for it with a mega-sale on the mega-popular [Real Essentials Loungewear](#). Today only, you can get everything from t-shirts to track pants for up to 55% off. Let's take a look at the offerings, shall we?

"I bought two different packages of colors," reported a [rave reviewer](#). "I love them so much, I decided to buy some for my daughter. They look nice, are comfortable and avoids wrinkles. The wash and dry nicely in a machine. The colors are pretty! Needless to say, I love them."

398,741,879 UVPM
\$3,189,935 EMV

Forbes

Holiday Gift Guide 2022: The Most Packable Shirts For Men

Real Essentials 4-Pack Performance Long Sleeve T-Shirt



Real Essentials 4-Pack Performance Long Sleeve T-Shirt REAL ESSENTIALS

Gift him a 4-pack of these travel-ready long sleeve tees and he's ready for a weekend getaway. An Amazon's Choice, with more than 20,000 five star ratings, they're quick drying and oh-so-soft. They can even go from workout to night out. Choose from more than a dozen color combinations (including all black if that's his style) – or, at this value price, just stock up. Price: \$32.99/4

65,519,691 UVPM
\$606,057 EMV

People

Shoppers Are Wearing These Cozy Lounge Pants 'Every Single Day' — and a 3-Pack Is on Sale for \$35

"I bought another set almost immediately"



As temperatures fall, there's no doubt that many of our closets start seeing more cozy clothes. That's right, it's finally loungewear season: As soon as a chill is in the air, the sweats come back out and start their heavy rotation through winter.

Looking to upgrade your collection? Then consider the Real Essentials Ultra-Soft Lounge Joggers, which are currently on sale at Amazon for up to 42 percent off.

The pants are made from a poly-spandex blend that's perfectly stretchy and cozy, so you'll enjoy the buttery-soft feel all day (and likely never want to take them off). They feature an elasticized waistband and drawstring closure, plus a cinched ankle. Best yet, they have two roomy pockets.

53,224,286 UVPM
\$425,794 EMV

NEW YORK POST

The New York Post Winter Shopping Event is here: Exclusive offers, more

8. **Real Essentials Women's Cotton French Terry Lounge Joggers (3-Pack), \$41**



While we love shopping year-round, there's something about the wintertime that's more magical than ever: snuggling up in a cozy **blanket**, grabbing your **hot cappuccino** and online shopping from the comfort of home — feet up, of course.

To help you romanticize this special season, we're excited to unveil the New York Post Exclusive Winter Shopping event — a weeklong digital shopping spree that's packed with the hottest deals from your favorite brands, including beauty, style, home and more.

Ahead, click on the links below — with the corresponding promo code from the New York Post — to unlock savings galore. We're shopping right along with you, so be sure to add favorite items from 50+ top brands to your cart ASAP (especially for **Valentine's Day gifting**) before our event comes to a close on Feb. 9.

52,639,654 UVPM
\$421,117 EMV

People

Amazon Is Filled with Hidden Deals on Cozy Clothes and Heated Blankets — and Prices Start at \$11



PHOTO: AMAZON

Buy It! Real Essentials 2 Pack Women's Pajama Set, \$35.99 (orig. \$50); [amazon.com](https://www.amazon.com)

53,224,286 UVPM
\$425,794 EMV

TRAVEL+ LEISURE

The 107 Best Amazon Deals We Found on Travel Gear in February

Score up to 80 percent off everything from Samsonite luggage to comfy Adidas shoes.

Best Travel Clothing Deals



Whether you're finishing out ski season strong or gearing up for your next beach vacation, Amazon has a ton of great deals that will complete your ultimate travel uniform. Stock up on affordable style pieces, including a three-pack of [Real Essentials women's joggers](#), ideal for long travel days, for just \$35 (originally \$60) and [Amazon's best-selling packable puffer](#) at just \$30.

- [Real Essentials 3-Pack Women's Joggers](#), \$35 (originally \$60)

12,704,609 UVPM
\$117,518 EMV

NEW YORK POST

50 best Valentine's Day gifts on Amazon in 2023: Apparel to tech

[Real Essentials Dry-Fit Performance Crew T-Shirt \(5-Pack\)](#), \$33



If you're on the hunt for a Valentine's Day gift for him at an excellent value, we found your best bet: the Real Essentials Dry-Fit Performance Crew T-Shirt. This five-pack is just \$33 and, if he's a fitness buff, he'll cherish it for all of his gym days.

52,639,654 UVPM
\$421,117 EMV

Parade

The Best Cheap Workout Clothes on Amazon, Because Dressing for the Gym Doesn't Have to Cost an Arm and a Leg

Refresh your gym workout without spending a ton of money.

[Amazon Real Essentials Short Sleeve V-Neck T-Shirt, \\$32.99 on Amazon](#)



Available in a wide range of sizes, including plus sizes, these t-shirts are super lightweight. They come in a pack of five in several different color combos. [Amazon Real Essentials Short Sleeve V-Neck T-Shirt, \\$32.99 on Amazon](#).

19,415,747 UVPM
\$179,596 EMV



Best Christmas gifts for your wife in 2022: 72 thoughtful ideas

32. **Real Essentials Dry Fit Crop Top (5-Pack), \$33**



Another Amazon bundle we love and recommend? The Real Essentials Dry Fit Crop Top. It's a five-pack perfect for your wife's morning runs or weekly errand trips, especially, and the value can't be beaten (less than \$35!)

AMAZON

52,639,654 UVPM
\$421,117 EMV



Everything Our Editors Bought and Loved in January

This month's purchases and recommendations delivered straight to your browser.



12

REAL ESSENTIALS

Women's Joggers

NOW 33% OFF

\$40 AT AMAZON

"This winter, I found myself in need of a loungewear upgrade. I ordered this three pack of joggers based on the reviews alone and haven't taken them off since they arrived. They're super-soft, lightweight, and comfy (plus, pockets!). Also, as a shorter person, I was happy to find that they're not too long on me like most joggers. Choose from 12 different color combinations, from basic black to fun tie dyes. (Some colors are available in sizes small to 3x.)"

Our editors are not ones to make New Year's resolutions to stop online shopping. What can we say? We know ourselves too well. The good news is that our wallets' losses are your gains, friends, because we're here to share all of our shopping wins with you. Collectively, we did a lot of shopping on Amazon this past month, and while not everything we bought was a winner, our editors have a few finds that we think you're going to love. From repurchases we make with embarrassing frequency to new discoveries that we just *have to* share with all of you (hello, cheese vault!), these are the Amazon purchases we made this month and totally recommend.

19,703,608 UVPM
\$182,258 EMV



Guide to Valentine's Day Gifts

Real Essentials



You know how he's always asking you for hoodies that don't leave him too hot or too cold? You just found him these great long sleeve athletic pullover hoodie sweatshirts with kangaroo pockets that are JUST RIGHT. Give the gift of comfort to your loved one (it's such a simple luxury).

These versatile pullovers are appropriate for any casual occasion and the perfect gifts for boyfriends, husbands, sons, or even yourself (yes, they are available in women's sizes and colors as well). With a UPF 50-rated fabric, the sun is automatically blocked and prevents harmful ultraviolet rays and long-term damage to the skin.

Best of all they come in 3-packs in an assortment of colors and with sizes ranging from small to 5XL, in regular and big and tall (like my husband), you'll find the perfect pack for him.

7,602,827 UVPM
\$70,326 EMV



SPORTS APPAREL | BESTREVIEWS

10 best matching workout clothing sets to kick off your new workout routine



Which matching workout clothing sets are best?

Going to the gym can be a harrowing test of your self-confidence. You could be the fittest person in the place, but still feel like you're not good enough. There are many ways to help with this, but the simplest is to go to your gym wearing clothes that you feel like you look good in and also that you're comfortable in. An easy way to make yourself look good in gym clothes is to buy matching workout clothing sets that do all the mixing and matching for you.



Real Essentials Matching Workout Clothing Set

This set includes four long-sleeved shirts. They are moisture-wicking and have an ultraviolet radiation protection factor of 50-plus. It comes in six sizes and 13 sets, all of which include different colors.

Sold by Amazon

7,305,051 UVPM
\$58,440 EMV

BEST REVIEWS

15 best Valentine's Day outfits



Real Essentials Two-pack Women's Pajama Set

With two sets of pajamas in a pack, this is a perfect choice for couples to wear together. The shirt has long sleeves, and the pants are long as well. They make for a cozy Valentine's Day outfit if you're working from home or want to stay comfy all day long.

Sold by Amazon

4,300,850 UVPM
\$39,783 EMV



Matching women's pajama sets for spring, including silk sets, floral patterns and more



Real Essentials 2 Pack: Women's Pajama Set Super-Soft Short & Long Sleeve Top With Pants (Available In Plus Size)

Price: \$39.99 • From: Amazon

SHOP NOW

3,703,173 UVPM
\$34,254 EMV

