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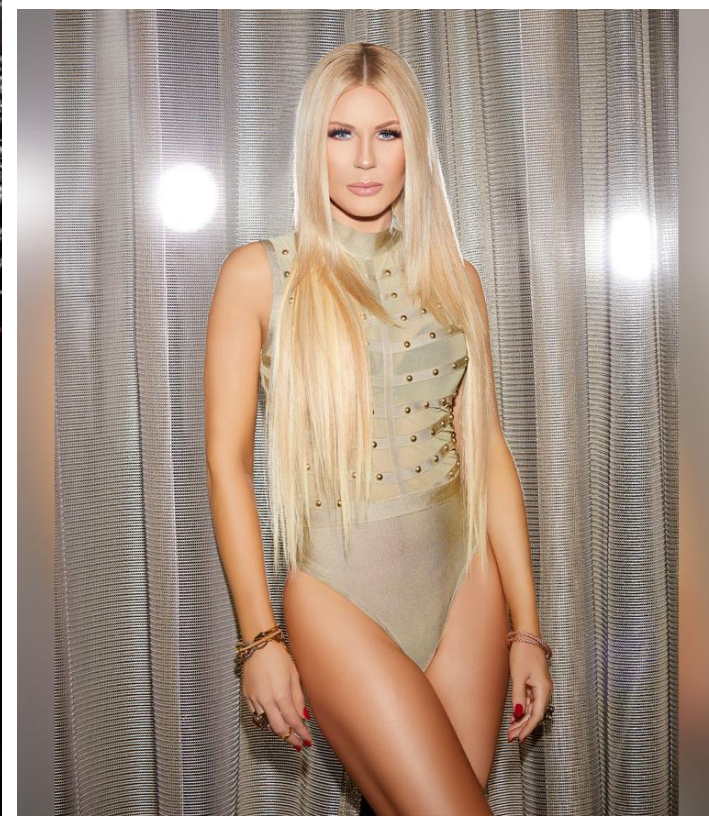
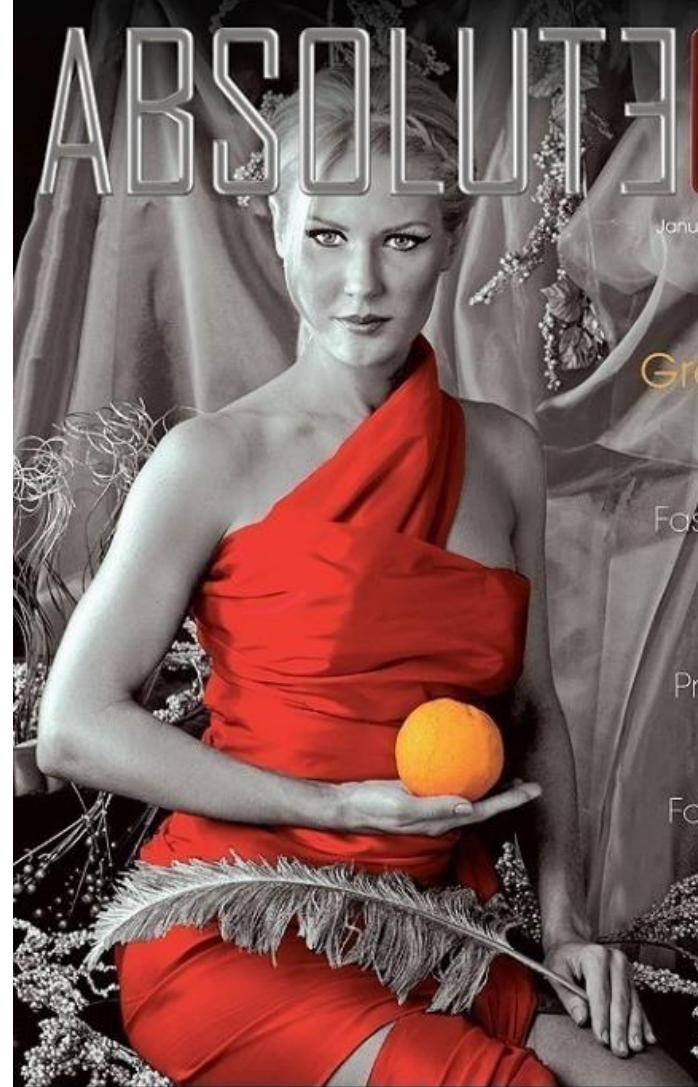
gretchen christine





G

Gretchen Christine Rossi
Brand Presentation





- g Gretchen's background and History
- g Quantifying Gretchen's Popularity
- g Defining the Gretchen Christine Brand
- g How Gretchen can help build your Brand
- g Appendix



G gretchen christine

Even as a small girl, Gretchen Christine Rossi has always had a passion for Beauty, Fashion & Design. After receiving her BA in Psychology from Baylor University, She was quickly drawn into the real estate world and found great success in not only real estate sales but also interior design. As a matter of fact, Rossi's success in real estate sales was so great that in 2006 that she obtained the prestigious "International Presidents Circle" Award from Coldwell Banker Real-estate ranking Gretchen in the top 7% of the world for sales by Coldwell Banker International.

Over the last decade, she has continued to explore many facets of creativity through performing, interior design, Cosmetics, fashion and now motherhood. Gretchen's influence in these categories quickly grew as she was cast on the hit Bravo Television Series, "The Real Housewives of Orange County."

Now entering its 16th season, the show is a huge international success and has recently celebrated over 300 episodes, reaching over 450 million people worldwide in 144 counties.

After spending 5 years as a regular cast member, Gretchen become one of the breakout stars of the popular series, she has gained a loyal fan base of just under 3 million social media followers that truly admires her tips on fashion beauty and design. Of late fans are flocking to her social pages to learn about the best brands, products and services that are all "Gretchen" approved.

Ms. Rossi can be seen on Bravo TV, Hulu and streaming on NBC's Peacock network.

Our Brand Story

COLDWELL BANKER



INTERNATIONAL PRESIDENT'S CIRCLE

proudly presented to

Gretchen Rossi

in recognition of
your outstanding achievements

Peter H. Hernandez

PETER H. HERNANDEZ
President & COO
Coldwell Banker Orange County



RESIDENTIAL BROKERAGE

CELEBRATING 100 YEARS

Coldwell Banker



1906 - 2006

March 20, 2006

Gretchen Rossi
Coldwell Banker
2121 E. Coast Highway, Suite 180
Corona del Mar, CA 92625

Dear Gretchen,

Congratulations on earning the distinguished honor of International President's Circle for 2005. This achievement places you among the top 7% of more than 126,000 Coldwell Banker professionals worldwide.

You are a role model for others in our organization who look to you for inspiration and encouragement. Thank you for the hard work and perseverance you demonstrate each and every day.

Best wishes for continued success in 2006!

Sincerely,

Peter Hernandez
President & Chief Operating Officer
Coldwell Banker Residential Brokerage
Orange County Company

COLDWELL BANKER

Preview
INTERNATIONAL

680 Newport Center Drive

Suite 200

Newport Beach

California

92660

p 949•467•2900

f 949•467•2999

A small sample of Gretchen's career highlights



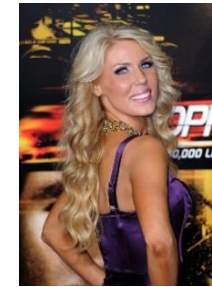
Gretchen appears on Season 4 of The Real Housewives of Orange County

2009: Gretchen launches Gretchen Christine Cosmetics



2012: Gretchen is Cast in the hit bilingual TV series Mia Mundo for Telemundo

2014: Gretchen launches 3 singles, performs in Las Vegas With both Matt Goss & The Pussy Cat Dolls



Gretchen can now Be seen hosting for Entertainment News shows like Access Hollywood and Hollyscoop

2007

2023

2008: Multiple TV Interviews and guest spots Including Oprah.

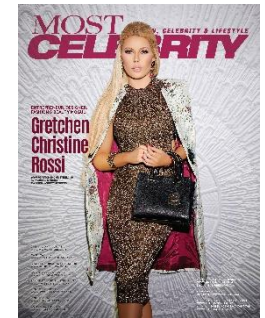


2010: Gretchen launches Gretchen Christine Handbags at NYC Fashion Week to Huge Success

2013: Gretchen launches "Gretchen Christine Swim into retail, Her designs are available Nation Wide



2014: Gretchen appears In several National TV Commercials Fiat, Turbo Tax as well And filming commercials for Bridesmaids, Smurfs 2 And Titanic 3D



2019 Gretchen Christine partners with Dastmalchi, a \$30,000,000 Portfolio of global beauty brands



Potential Categories

Handbags



Luggage



Eyewear



Cosmetics



Swim



Jewelry



Home Furnishings



Fashion





Active Wear



Active Equipment



Beauty Hydration



Beauty Tools



Cuisine



Haircare



Hair Extensions



Gretchen's Personal Background and History





After obtaining her BA in Psychology from Baylor University, Gretchen's love of interior design, lead her to a very lucrative career in Real Estate. Here desire to create and perform landed Gretchen on the wildly popular Bravo Television series, "The Real Housewives of Orange County." Now entering its 17th season, the show is a huge international success recently celebrating it's 310th episode.

Being owned and syndicated by NBC Universal, it has become a billion-dollar franchise for the network. Gretchen immediately became one of the shows break out stars. With adoring fans in more than 144 countries, the show has been seen by over 400 million people, from the UK to Australia, Canada, Israel, South Africa, Dubai, Asia and Mexico. Gretchen's Fans are highly engaged millennials. She has more than **635,000 Twitter** followers and more than **874,000 fans on Facebook** as well as another **982,000 on Instagram**. In addition, with just under **2.5 Million** loyal and engaged fans, Gretchen Christine Rossi was named top 30 on Twitters top 100 Entrepreneurs to watch.



A small sample of Gretchen Christine Rossi's Social Media Reach

Inbox (877) - shopgretch X Soft Glam Holiday Make X (10) Gretchen Rossi X

https://www.facebook.com/gretchenrossi/

Apps eBay Sony Reader Library SonyStyle Google Pin It ShS6jhwuSE Imported From IE Adbrands.net: leading Link Ninja NARS Cosmetics | The Dashboard < Get Glam

Gretchen Rossi

Gretchen Home

Page Messages 99+ Notifications 99 Insights Publishing Tools Settings Help

Gretchen Rossi @gretchenrossi

Home About Photos Likes Events Videos Livestream Posts Services Shop Notes Manage Tabs

Liked Following More

Shop Now

Public Figure

Search for posts on this Page

6% response rate, 22-hours response time Respond faster to turn on the badge

731K likes +11K this week Susan Strauss Graves and 903 other friends

676K follows

See Pages Feed Posts from Pages you've liked as your Page

Invite friends to like this Page

5.7M post reach this week

Thank you to all the amazing and loyal fans! This page is dedicated to you all! Be sure to visit my website at www.gretchenchristine.com or follow me on twitter @gretchenrossi_xoxo

4 Scheduled Posts Next post scheduled for 10:00pm. See posts.

This Week

5,777,068 ↑ Post Reach

0 Website Clicks

775 ↑ Shop Now

Boost Your Page for \$10 Reach even more people in United States Promote Page

Photos

See All

Christine Hammond Bennett likes Jesse Sundstrom's post.

Gina Lee commented on Brian Chacka's photo.

Jessy Kyle likes Phoebe Heeney's photo.

Heather Saycheese Harding commented on her own post.

Janine Sgaglione Dolce

Jessica Danielle

Cherelle Reaves-Ber...

John Hall

Deana Baiseri

Ben Duggan

MORE CONTACTS (26)


Matt Morris

Ahna Madden Kotila

Search

10:13 PM 1/4/2017



 **gretchenrossi**

165,143 views 16w

gretchenrossi Teaching Slade's mom how to do a sexy look in a photo 🤗🤗🤗🤗 #welaughedsohard

load more comments

ocpeggytanous Love the remodel! Can't wait to see it in person! ✕

yes_its_wendy_ @gretchenrossi this is seriously the best! Love it.. Fun to watch! ✕

debbiealfiebirch88 Looking fab 🥰❤ ✕

missjessbaby_ Welcome 🥰❤ ✕

debbunton I'm still lmao at Slade in the background saying pout the lips and boobs out!! You look absolutely gorgeous as always @gretchenrossi! Happy holidays love 🥰🤗 ✕

gillianmorris925 Lol priceless ✕

rutheyb02 She's great! You're ✕

♡ Add a comment...



 **gretchenrossi** [Follow](#)

gretchenrossi 🎄 Merry Christmas from our home to yours! 🎁❤ #loveallmyboys #ChristmasCard #HappyBirthdayJesus #blessed

Load more comments

parvindebbi Gretchen that dress looks so Gorgeous on you

lolo_mangum Follow me @lolo_mangum for toddler comedy #ToddlerTalent #FunnyKids #Instagramkids

monala1950 Beautiful beautiful beautiful !! I love the triplet dogs

rishcab Wow! Slade clean's up well!! 🤗🤗

emelyllyeme @hilssz your future woman, it's coming 🥰❤🥰🤗

rezvan_roushan سلام تازع اومدم لطفا فالوم ککین ممنونم ل نباد 57.46801

♡ 🔍

17,262 likes

DECEMBER 25, 2017

Log in to like or comment.



 **gretchenrossi** Warwick

92,120 views 19w

gretchenrossi For all of you that asked on my last post, my gorgeous dress last night was from the amazing @waltercollectionIt's so glam with some sexy mixed together ❤ Perfect combo 🤗 #GetGlamwithGretchen #lovefashion #couturedesigner

load more comments

hmf6778 Get. Out. Of. The. 80's. Ship has sailed. ✕

dodgerfansince1971 Please have a wardrobe malfunction ✕

sharron_calvin @gretchenrossi Beautiful 🥰❤ ✕

nikkimarieb You are gorgeous! ✕


_no.1_granny No knickers must be difficult to sit in that dress with dignity ✕

stormygirlou812 Beautiful 🤗 ✕

marisadane Wow 🥰🤗 ✕

♡ Add a comment...



 **gretchenrossi** The Ritz Prime Seafood

117,698 views 22w

gretchenrossi Thank you to @angelasfantasycreations for this amazing Champagne bottle you made me for my birthday, it's sooo incredible and gorgeous! She is the go to bling queen! Check out all her beautiful designs @angelasfantasycreations.... She does stuff for weddings, for events or for special gifts etc. She is beyond talented and she knows me style perfectly #PinkandBling 🤗 Thanks again for this very special gift 🥰🤗 #GetGlamwithGretchen #special #blessedwithamazingfans

load more comments

gretchenrossi @susaniken @houseofcb ✕

gretchenrossi @iamsnj @me.cupp ✕

@nessav305 dress from @houseofcb and polish is a gel polish but not sure if the name 🤗🤗 just loved the color.

♡ Add a comment...



 **gretchenrossi**
The Ritz Prime Seafood

78,734 views

23w


gretchenrossi Sunday night's Birthday Bash for Slade & I was such an incredible night full of love & laughs. 🥰🥰 I am so grateful for old friends, new friends and rekindled friendships. This video shows a small glimpse into the ridiculously fun night we had celebrating love and life! Words cannot express what an incredible job @theritzprimeseafood did to make the night spectacular! The food (thank you Chef George), the drinks, the staff /servers and managers were on point and made everything incredible! If your looking for a great venue to host your next event this is the spot! Right on the water 🌊 Also a special thank you to @popcupz for the gorgeous cake pop cake! 🍰 Thank you to all my friends that made this happen and who came out to celebrate! I love you all to pieces! #blessed #suchafunnight #GetGlamwithGretchen

load more comments

♡ Add a comment...

...



 **gretchenrossi**
Town Center of Virginia Beach

91,646 views

29w

gretchenrossi Loved hosting this Fashion Event in Virginia Beach @towncenterofvirginiabeach this weekendEveryone was so welcoming and kind, & I loved meeting so many of you after the show! Thanks for being such awesome fans! 🥰🥰 #VirginiaBeach

load more comments

vak9gal You are beautiful! I wish I could've gone to the show. ✕

megnolia86 Omg @rickytrogdon @rosieroosa ✕

jklimesh15 @gretchenrossi You were awesome on stage and a pleasure to meet. Seriously, the sweetest person ever! ❤️ ✕

dennis_j_68 Stylin' & Profilin' ! Super Classy & Gorgeous, the Announcer is right on Point ✕

♡ Add a comment...

...



 **gretchenrossi**

66,043 views

55w

gretchenrossi Thank you to my amazing stylist @pr_guru86 for picking out this perfect / beautiful blue dress from @foreverUniqueofficial to match my necklace (you can find my gorgeous necklace at www.gccollab.com) #GetGlamwithGretchen #lovefashion #manoloblahnik shoes @fablifeshow

load more comments

jillian.renee Watched your snapchat, love the 350 morphe palette! So pretty 🥰 ✕

minnielibra27 ❤️ the amazing blue dress! ✕

tricia5669 You look beautiful love. So sorry I missed you on the show. Miss you so much on TV any opportunity I get to see you is great. Miss and adore you Gretchen. 😊 ✕

josselinlowell Gorgeous as always! ✕

♡ Add a comment...

...



 **gretchenrossi**

97,214 views

56w

gretchenrossi Nite nite 🌙🥰 #Intired #nomakeup #onlylashextensions #yesiknowihavenoeyebrows #trueblonde

load more comments

zoggie_zee I do have the money to have it but choose not to because it makes u look plastic and un natural ✕

markeisha_tonoi Where do you get your extensions? ✕

giselle828 You look beautiful . ✕

ellieclairredee @mdavies2 ✕

klindo27 You look amazing! ✕

_katyyy__09 🥰🥰 ✕

kte19 @brittercritter 🍷 ✕

lapaccino @melis_lol ✕

lapaccino @melissa_lapa lol ✕

crazylegs39 I think you look a bit like Jennifer Saunders when you have no ✕

♡ Add a comment...

...

'Real Housewives': The Guiltiest Pleasure on Television

Bravo's billion-dollar empire could soon be worth multiples of that. 2:28 PM PST 1/4/2021 by Leslie Bruce, Hollywood Reporter

If the Housewives shock and repel critics and cultural guardians alike, the public loves them. The season debut drew **5.9 million viewers**, the franchise's highest-rated season premiere. Bravo has earned anywhere from **\$135.6 million to \$350 million** in just the past two years alone from ad sales for Housewives, according to Larry Fried, director of SQUAD, a media cost data provider.

With "Housewives" international formats already airing in Greece and Israel, and a Vancouver spinoff to bow in March, NBC Universal says casting is under way for a "Housewives" offshoot in France (a make-or-break market because of its broader reach and its potential for greater ad revenue), with Australia's Gold Coast, Asia (Indonesia, Singapore and Hong Kong) and the U.K. soon to follow, meaning that the "Housewives" would be television's first docu-soap to franchise overseas. Projections show Bravo's billion-dollar empire could soon be worth multiples of multiples of that.



GRETCHEN ROSSI
on *Real Housewives*

I don't want anything handed to me

By Katelyn Gendron
Lifestyle Columnist

Gretchen Christine Rossi is no stranger to the demands of southern California life. Just ask her and the "Real Housewives of Orange County" star will tell you that she came out of the womb with a pair of high heels and the desire to build her brand on her own terms.

"What has kept me motivated is that I really want to be my own boss. Ultimately, it comes down to your motivation and your drive to be successful and that's something I've never been lacking in."

— Rossi

Rossi refuses to classify herself as a housewife in the traditional sense, rather she opts for the tag of the words *entrepreneur* and *fabulista*. She's the creator of the Gretchen Christine Collection, her own line of handbags and cosmetics, while also dabbling in cosplaying and acting.

"I've always been a mother and a diva. I can never sit still. I enjoy working and I'm definitely not a traditional housewife. ... The world has changed so much with females in the workplace and being allowed to do so many jobs traditionally occupied by males. I love to be a part of anything that inspires women to follow their dreams," Rossi said. "You have to pursue the dream in order to have a payoff in the end. I don't want anything handed to me."

While Rossi credits her time on "Real Housewives"—joining the cast during season four—to helping her advertise her "lifestyle brand," the Bravo production also helped her to find her voice.

"The show has definitely been a huge platform for me to help build my brand. It's built in advertising for everything that I am. I don't have to pull 80 percent of my capital for advertising," she explained of the professional benefits, while being quick to note the personal advantages as well.

"When I was a little girl, it was one of those dreams I had but never really talked too much about it openly because of the aspect of fear, always wondering if people would actually take me seriously," she recalled of knowing when she wanted to be a self-made woman.

The tragic death of her fiancé Jeff several years ago also strengthened her drive to succeed.

"When I lost Jeff [to cancer] that was a very, very trying time in my life and I didn't even know how I was going to put a roof over my head. I took

nine months off [work as a real estate agent] to take care of him. Yes, it's three years later and things are starting to take off. It wasn't until Jeff passed away that I actually got the balls to go after it," she said.

Success as a real estate agent provided her with the capital to lay the groundwork for her business. Rossi explained, modeling it from thoughts she'd get down before bed into the Gretchen Christine Collection. The collection provides fans with "all things a woman could ever want in her closet including handbags, jewelry, shoes, clothes, dresses, hats, swimwear, daywear and accessories," she added, noting that the first step was developing the handbags and making portions of her collection at affordable prices.

She candidly admitted that the road to financial independence could sometimes be overwhelming, however.

"When we first launched my makeup line within three weeks we've sold out of three months of inventory. I was working from 5 a.m. and was just falling and falling because I'm a one-person show here. The same thing happened with my Pink Collection of handbags to help Breast Cancer Charities of America; we had 94 giant boxes and sold out ... what keeps you going is that you don't have a choice. You just have to figure it out," Rossi explained.

"What has kept me motivated is that I really want to be my own boss. Ultimately, it comes down to your motivation and your drive to be successful and that's something I've never been lacking in," she continued.

Rossi noted that what she lacks in technical design skills—she earned a bachelor's degree in psychology from Baylor University in Texas—she more than makes up for in on-the-job training. She hopes to one day run her own "billion-dollar company."

"I'm trying to create a lifestyle brand. I want to do swimwear and continue to grow ... I want to get into retail stores," Rossi said of her plans.

When asked how long she'd continue to appear on "Real Housewives" given her expanding list of commitments to her business, she replied, "I think that I'll ride that train until it dies. I hope that Stale [my boyfriend] and I can continue on our path to get married one day and there's a lot of more to be told there. As long as they keep inviting me back I'll continue to be a part of the Bravo family."

InStyle

CELEBRITY	FASHION	BEAUTY	SHOPPING	HOLLYWOOD MAKEOVER	DESIGNER CEN
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See all What's Right Now! news

WHAT'S *right* NOW!

You refined by: Gretchen Rossi



Gretchen Rossi's Handbag Line: Almost Sold Out!

Mar 7, 2011 @ 11:40 am

On last night's season premiere of *The Real Housewives of Orange County*, cast member Gretchen Rossi debuted her **Gretchen Christine Collection** handbag line. The leather purses, including the clutch shown here, are priced between \$129 and \$279, and each contains hidden pockets perfectly sized to carry Rossi's **Gretchen Christine Beaute** products, a line she launched last February. During the episode, Rossi said she hopes her accessories will be as successful as singer-turned-fashion-mogul Jessica Simpson—and it looks like she's on her way! The **Gretchen Christine Collection** is currently sold exclusively on her [website](#), and as of right now **almost all of the styles have sold out**. (One of the handbags sold out as we wrote this!) But if you want to snag one, there's still some styles left. Click through to see Rossi's handbags that are currently available.

— Caitlin Petreyck

SEE THE PHOTOS

Gretchen is very active in supporting charitable causes

Gretchen donates her time and resources to charities that prevent violence against women; promote women's health and that support education. She is an:

- » Ambassador for the Verizon Wireless Hope line Foundation.
- » Nominated as Woman of the year for the Leukemia & Lymphoma Society
- » Advocate for the Beckstrand Cancer Foundation.
- » Active Ambassador for Susan G. Komen Foundation
- » Advocate that Supports the "Make a Wish" society
- » Worked with the Breast Cancer Charities of America to donate a portion of Gretchen Christine Handbag sales.
- » Supports the Angels for Animal Rescue in fostering animals to new homes.

Gretchen Christine Rossi
for

THE BREAST
CANCER CHARITIES
OF AMERICA
www.thebreastcancercharities.org

iGoPINK.



Purchase handbag at gretchenchristine.com

SACRILEGIOUS



Qualifying Gretchen's Popularity

Gretchen Christine Rossi Icon Study

Overview: Davie Brown Index (DBI)

DBI is an independent index that determines a celebrity's ability to influence brand affinity and consumer purchase intent, based on responses from a national survey.

Because recognition is often at the heart of celebrity selection, awareness is given a 60% weighting in the overall DBI score calculation. The remaining 40% is calculated using average sub-index scores from the seven key attributes below.

The key attributes which are measured in the DBI report include:

Awareness	Indicates the percentage of respondents who are aware of the celebrity either by name or by face.
Appeal	Measures the likeability of the celebrity.
Aspiration	Measures degree to which respondents feel the celebrity has a life to which they would aspire.
Breakthrough	Indicates degree to which respondents take notice of the celebrity when they appear on TV, film or print.
Endorsement	Reflects degree to which respondents identify the celebrity as being an effective product spokesperson.
Influence	Measures degree to which respondents believe the celebrity is an influence in today's world.
Trendsetter	Reflects the respondents' opinion as to the celebrity's position in regards to trends in society.
Trust	Indicates level of trust that the respondents place in the celebrity's words and image.



The Gretchen Christine Collection was created as the affordable way to help all women look and feel their best. We should support and uplift All women when ever possible

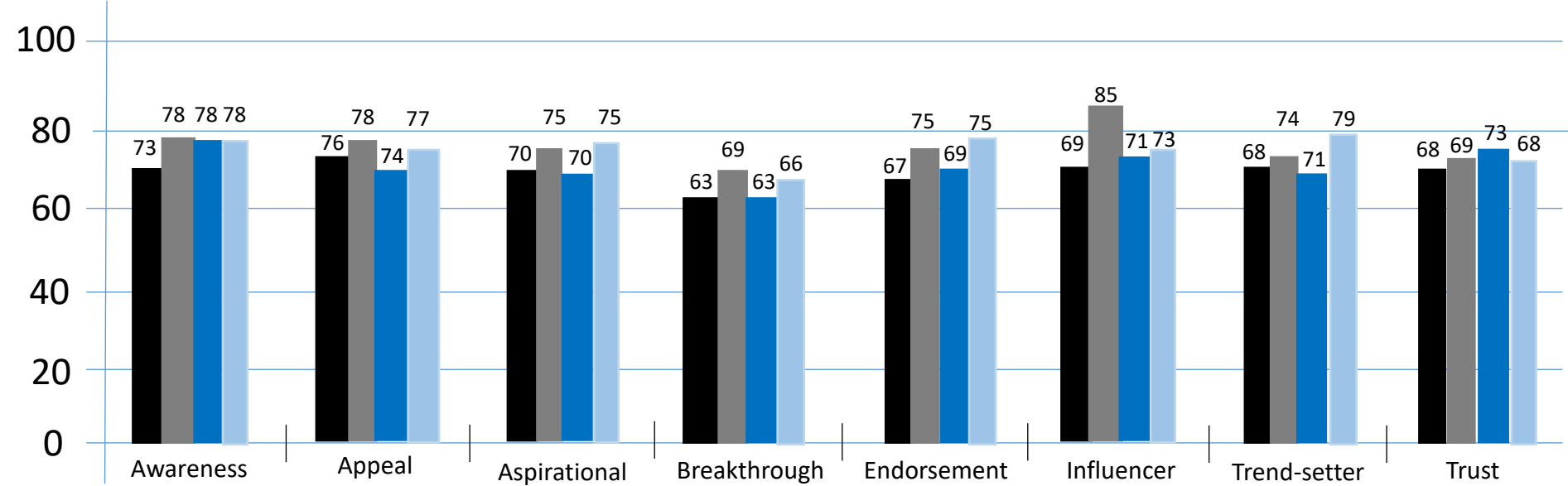
XOXO
Gretchen Christine



Gretchen is highly regarded by a broad audience of men and women in America

Gretchen Christine Rossi is perceived to be an appealing, trustworthy celebrity by men and women 18-54. Although her awareness is lower than actresses such as Charlize Theron and Jessica Biel, people perceive her to possess comparable, credible endorser attributes such as appeal, breakthrough, endorsement and trust.

Gretchen Rossi DBI: Men and Women 18-54



▪ Gretchen Christine Rossi



▪ Lauren Conrad



▪ Kristin Cavallari



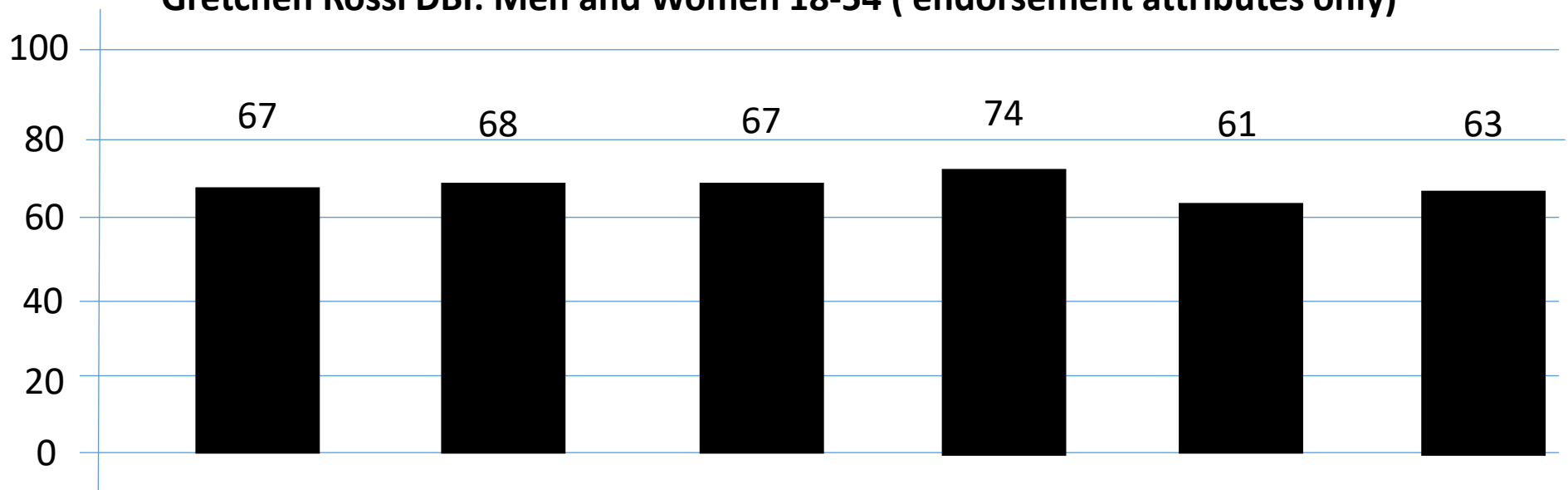
▪ Jessica Simpson



Gretchen is an effective and under-utilized spokesperson

Gretchen is perceived to be as effective an endorser as many top female celebrity spokespeople. Her broad appeal and comparatively smaller portfolio of brand associations represent an opportunity for any marketer seeking to breakthrough to consumers with a fresh, trustworthy personality.

Gretchen Rossi DBI: Men and Women 18-54 (endorsement attributes only)



▪ Gretchen Christine Rossi



▪ Lauren Conrad



▪ Kristin Cavallari



▪ Jessica Simpson



▪ Daisy Fuentes



▪ Bethany Frankel



Defining the Gretchen Christine Brand

Gretchen Christine ICON Study

Defining the Gretchen Christine Brand

1 DETERMINE FOUNDATION

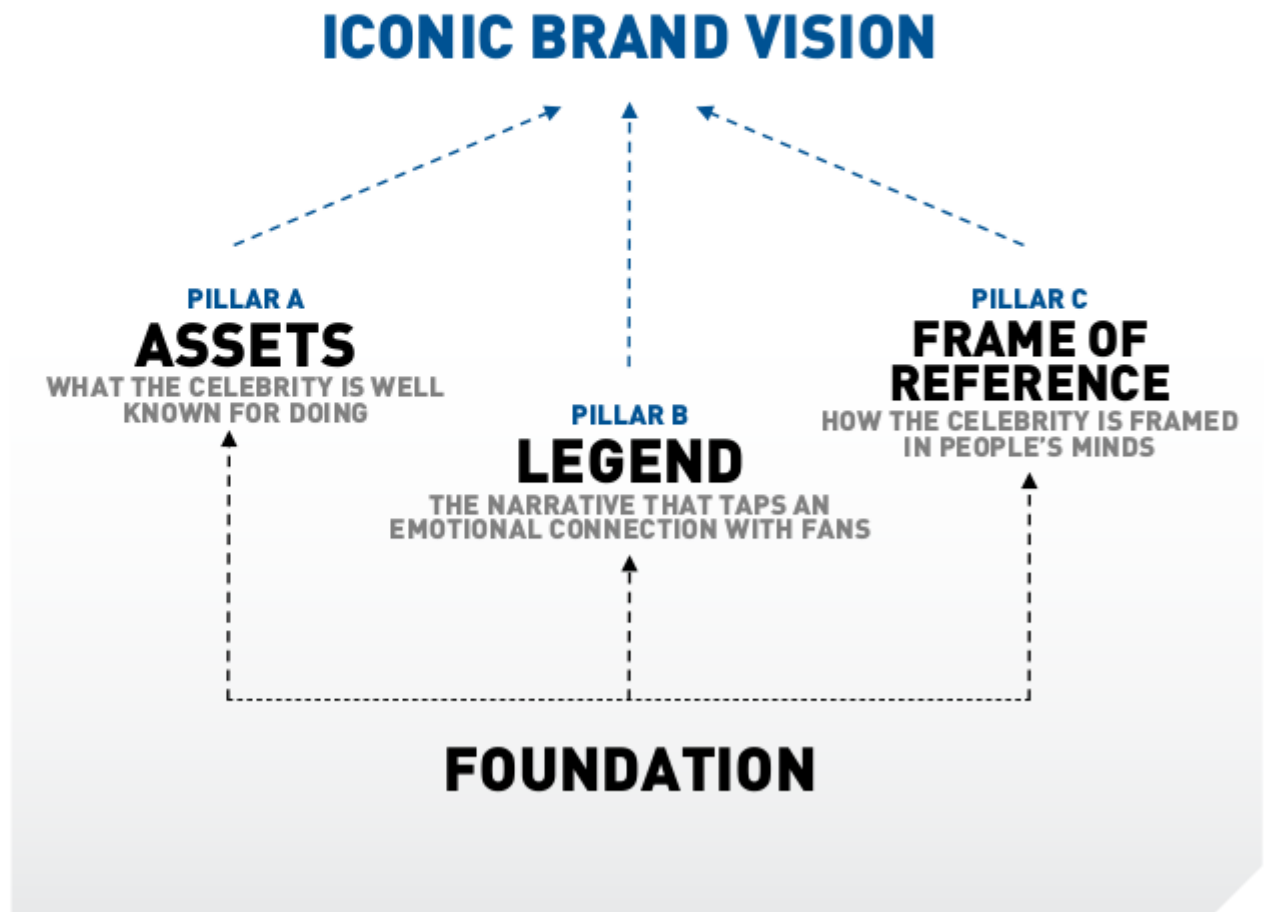
Brand personality, history, unique attributes and values

2 DEVELOP PILLARS

What we can leverage, build and extend out of our foundation to support an iconic vision

3 DEFINE ICONIC VISION

An inspired, living, breathing brand idea. This vision is used internally and is not consumer-facing.



Gretchen Christine Rossi has become so much more than an Actress & Television Star, She is a style Influencer. Her Illustrious Career in Fashion has made her an International taste maker and Style Icon.

Her diverse and impressive career includes success as an actress, recording artist, model, designer, fashion contributor to OK! Magazine and a health and fitness advocate.. Next month Gretchen will travel again to the island of Antigua and speak on behalf of a **United Nations** Project educating young woman on gender equality.

Gretchen Christine's positive Brand Image is **aspirational** and has **mass appeal**, **marketability** and a **worldwide-reach across all key demographics** making her a very **powerful influencer**.

Gretchen's TV series **"The Real Housewives of Orange County"** launched a sub-demographic comprised of wealthy influential people Bravo TV called **"Affluencer's"**

Affluencer's are the most **engaged, upscale** and **educated** audience on cable television. **"The Real Housewives of Orange County"** celebrates its 13th season this year and airs worldwide in more than **140 markets** adding even more to Gretchen's reach. Over 400 Million People have seen the show worldwide. Gretchen is regularly featured in the fashion pages of **national Magazines** and she appears **on national television** shows such as **"Extra"**, **"Access Hollywood"**, **"Entertainment Tonight"**, **"Chelsea Lately"**, **"Bethany"** and **"Watch What Happens Live!"**

Gretchen Christine continues to extend her reach and increase her brand value through exposure to the powerful Millennial demographic.

The constant appearance of Gretchen Christine in weekly publications has a combined media value of approximately \$200,000.00 a month



An Awesome Opportunity!

While [Gretchen Rossi](#) shined in the [2015 New York Fashion Week](#) and on [Watch What Happens Live](#), prior to that Rossi was invited to Antigua on behalf of the United Nations and the Sandals Foundation. They invited her in order to speak to an all girls school on the subject of gender equality. Click through our gallery to see pictures from her trip and get information on what she discussed.





"Affluencer" and "Millennial" fans who follow Gretchen across all platforms Buy more and they love to talk about it.

— they cultivate large social circles and Share anything they're passionate about with them. The results are **powerful spheres of influence** that make Gretchen's fan base Extraordinarily valuable to various industries including professional services, fashion, beauty, retail, travel, health and wellness amongst others.

Gretchen's fans are avid shoppers and:

- 48% more likely to spend heavily on apparel.
- 18% more likely to follow the latest trends.
- 38% more likely to be willing to shop in new stores and/or try new services.
- 12% more likely to spend more money than expected on Fashion products.
- 37% more likely to spend \$2,000+ on professional services.
- 16% more likely to be a shopping "Super---Influential."
- 19% more likely to be a fashion "Super---Influential."

SELF-MADE WOMAN

SPOTLIGHT ON GRETCHEN ROSSI

Charismatic & compassionate, Gretchen's growing empire focuses on affordable luxury.

By Nissa Larsen

Gretchen Rossi is an admired favorite on the "The Real Housewives of Orange County". At the urging of her fans, who were constantly inquiring about her fashion, she decided to launch a line of handbags and accessories based on her Southern California-inspired style. Gretchen is Golden.

Her mission was to make the Gretchen Christine Collection feature high-end designs available not just to her fans, but to all consumers at an affordable price. Gretchen's fashions are created to give her target market the opportunity to look "Red Carpet Ready" on a budget.

In addition to handbags, she recently launched a cosmetics line called the Gretchen Christine Beaute, featuring both her cosmetics and spray tan kits. She also has her own signature pink luggage collection. As if Gretchen wasn't busy enough, in Fall 2012 she launched the Gretchen Christine Pink collection, with a percentage of the proceeds going to The Breast Cancer Charities of America as part of their "Go Pink" campaign. The Pink collection features all things one would need to travel: a luggage set, passport holder, and an iPad/iPod case.

All of Gretchen's products are made in America, and cruelty-free. This self-made entrepreneur produces a fashion line that displays her charismatic charm, and her hip sense of style, while also giving back to the community.

1. My handbag go-to items always include...

GR: My sunglasses, Gretchen Christine make-up, Visine, hair-spray, wallet, phone, camera and gum/mints.

2. Living in Southern California has inspired my collections to include...

GR: Strong bold colors, a custom make-up wall inside each handbag allowing for easy access to make-up, and a sunglass pocket on the outside of my pink satchel purse for easy

Nissa Larsen is a Contributing Editor.



access so sunglasses don't get scratched on the inside.

3. People would be surprised to learn that I...

GR: Grew up riding motorcycles and truly am a dirt bike kind of girl. I love sports, camping, and getting grungy.

4. My first fashion splurge was...

GR: A Louis Vuitton bag. I bought it with my first big pay check in Hawaii and I was so excited!

5. The smartest piece of fashion advice I ever got was...

GR: Do 'you'. Don't just wear something because it is trending, wear what you feel confident in.

6. I would never be caught dead wearing...

GR: Tie-dye. I just hate it.

7. If I could break into one person's closet, it would be...

GR: There are too many to choose just one! Kim Kardashian's or Jennifer Lopez would definitely be a good start.

8. My beauty regimen begins with...

GR: Happiness and sleep!

9. My biggest fashion faux pas was...

GR: The entire decade of the 80's! Blue eye shadow, pink frosted lips, crimped hair,

and crazy neon outfits!

10. My favorite weekend plans always seem to include...

GR: Enjoying the sunshine during the day with bike riding and exercise, a great home cooked meal, wine, sitting beside the fireplace at night, finishing off with a fun movie to watch while curled up on the couch.

11. My everyday wardrobe usually consists of...

GR: Probably Dresses! I love my dresses! And, of course, a Gretchen Christine Handbag to match

12. When I want to unwind I...

GR: Pour a glass of wine, take a bath, and then I do some creative designing, or write. I end up writing a lot of songs.

13. My wonderful fans influence my collections by...

GR: They influence it so many ways, from the specific requests of functionality and what they want to see in a handbag, to the price point, to the colors! I love getting feedback from my fans!

GRETCHEN'S CHIC-ON-A-BUDGET COLLECTIONS

Gretchen Rossi has a talent for entrepreneurship. Inspired by her growing fan base, she created a collection of handbags and accessories called the Gretchen Christine Collection or "GCC".

For more information on Gretchen Rossi visit:

- www.GretchenChristine.com
- The Gretchen Christine Collection is sold at www.ShopNBC.com and www.ShopGretchenChristine.com
- Her Gretchen Christine swimwear line is sold exclusively at www.swimspot.com
- Follow Gretchen on twitter: @GretchenRossi

GRETCHEN CHRISTINE

HANDBAGS

COSMETICS

FASHION

JEWELRY

BLING

HOME DECOR

TANNING

SPECIALS

BLOG





www.gretchenchristine.com

30,000+ Unique Visitors a month

Gretchen's personal website boasts over 1.4 million customers. Her conversations with those fans help shape the demand for professional services, national fashion trends and style conversations. Her coveted and influential fan base is comprised of the most Advertiser-favored segment of the female and male demographic.

Social Media

Over **2.5 Million loyal and engaged fans**

Gretchen's loyal following on Social Media platforms places her voice front and center amongst the most Influential demographic.

Gretchen's fans are:

- 24 % more likely to pay for high-quality items**
- 17 % more likely to give their friends advice regarding purchasing decisions**
- 19 % more likely to share by posting reviews and ratings online**
- 30 % more likely to be influential**
- 30 % more likely to have spent over \$300 on beauty products in the last year.**
- 25 % more likely to be a beauty influencer**
- 18 % more likely to follow fashion trends**



Gretchen Rossi

"I know everyone says this, but it's amazing how much my body changed in my thirties," says the *O.C.* star, 33, who lives with beau Slade Smiley, 43. Hence the 5-foot-6, 118-pounder's constant workouts: "I'll do lunges in my driveway or curl a lamp in my room. I want to look good!"

"I won't give up red wine, chocolate or curls!" says the *O.C.* star, 35 (wed to Jim, 49). So the 5-foot-7, 120-pound mom of three, who had a nose job last fall, exercises three times a week. As for more surgery? "I'm done picking myself apart. Life's too short to spend another month recovering."

photograph by Adam Olszewski

Hot

HOUSEWIVES

They live in the lap of luxury, but these gene pool lottery winners from Bravo's *Real Housewives* franchise still work at their figures **BY SARAH GROSSBART**

"I like a firm, taut body. I don't want to be a bodybuilder!" says the kickboxing convert, 33 (wed to Joe, 37). Looking good next to her *New Jersey* cohostmates is just a bonus for the 5-foot-4, 115-pound mom of three. "Hey, a little friendly competition never hurt anybody," she jokes.

ENTERTAINMENT WEEKLY 519

VALDOPHYE.com
photography



**How Gretchen Christine Rossi
can help build your Brand.**



Jared Pavlovitch: Shipping Manager "WantMyLook"



(The Power of Gretchen Christine)

"I Have had the privilege of working with Gretchen on many occasions with regard to our social media advertising and promotions. She is always so pleasant and enjoyable to work with, she has creative solutions on how to organically market and promote the brands she believe in too her extremely loyal fan base, but at this point please tell her to STOP! We can't keep up! and do to the incredibly high engagement and the orders she generates with her social media posts; we now need to staff up. This truly is the power of Gretchen Christine."

Jared Pavlovitch: Shipping Manager "WantMyLook.com"

**Brands realize great success when working
With Gretchen, as evidenced by them
coming back and asking her to post for
them time and time again!**



 gretchenrossi

FOLLOW

2,579 likes

17w

gretchenrossi Nothing like getting home from a long day at work and receiving my @FabFitFun box! 🎁 This is their spring box and they just keep getting better. I love discovering my new go-to beauty products from this box. 📦 Who else subscribes?.....If you don't already, sign up using my \$10 off code "Gretchen" at "vip.fabfitfun.com" You won't regret it! #FabFitFun #Glam #Goodies #surprises

view all 63 comments

courtneykfielder Thanks gretchen! I'll be honest, I haven't tried your brand yet but will definitely go get me some! Is there any place in particular I can find your products? Or do I shop online?

chanel_vilfroy #Gretchenrossi... you need to do home decor, everything at your home is gorgeous! #chairenvy

ormacheao ❤️

inthems0901 Well It looks

Log in to like or comment.



 gretchenrossi

FOLLOW

1,938 likes

13w

gretchenrossi It's maintenance time, bikini season is just around the corner! 📣 Shout out to @1800cinchers for this workout cincher, I love it! Visit www.1800cinchers.com to grab yours! #Skinnywaist #workout #sexy #bikiniready #GetGlamwithGretchen #pinkofcourse

view all 111 comments

how2ladyava Love the butter polishes got peach one coming

misshemby @juneakcia

danikerr @gretchenrossi what are your best tips for losing weight? Need to get back in shape. What do you do for food & exercise?

gretchenrossi @how2girlava6 📌

gretchenrossi @still_just_cyd so kind thank u 📌

gretchenrossi @kimeekh sorry girl, no plastic surgery just learned how to do makeup better and relax for

Log in to like or comment.



 gretchenrossi

FOLLOW

1,332 likes

2w

gretchenrossi Nothing like getting home from Vacation and having my @fabfitfun box waiting for me at home! You guys know I love #glam and beauty products and I love sharing all the cool products I get with you! 📦 This season's box has so much good stuff. My favorites are the nail wraps, a jump rope to keep me in bikini shape, a Headspace meditation app membership (can't wait to try this!), tarte lip gloss, roll-on perfume, and so much more amazing stuff!📦 There are limited boxes left so make sure to use my code "GRETCHEN" so you can get \$10 off at "vip.fabfitfun.com" #fabfitfun (direct link in my bio) 📌 #GetGlamwithGretchen

view all 26 comments

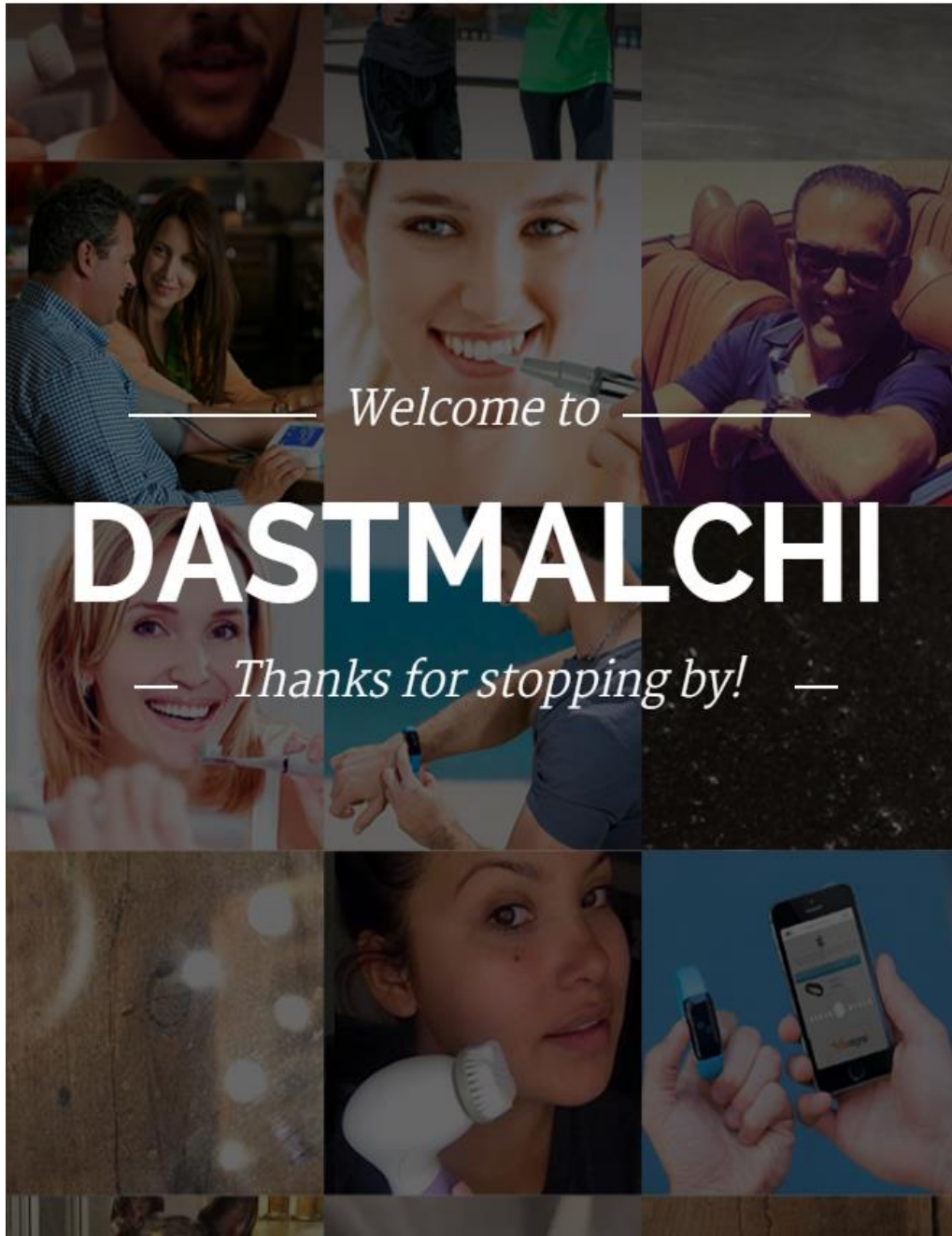
rockseag @lilykhalil omg we should totally get one of theseee!!!!

carej1 pretty lipstick

mamabriz I'm watching old episodes of rhoc. Whv haven't you and Stacie had a

Log in to like or comment.

An open letter from one of our clients



Good evening, Gretchen,

Congratulations on the fantastic post today! To date (as of 7:40 pm pst), you've generated \$19,482.52 in gross revenue (361 sales), \$9,783.91 of which occurred from today's post alone. I'm confident many more sales will occur over the next week. With that said, you're now \$5,482.52 above the \$6k mark.

The next time we issue commission payment to our ambassadors will be 8/20 and it will cover all "booked" revenue from 8/1- 8/15. "Booked" revenue means shipped and out the door.

Few notes:

- 1) It's very rare to find a celebrity that goes the extra mile to make a fan's day! You are creating a roadmap, in a way pioneering a guide on how to be successful marketing yourself as a celebrity ambassador on Facebook, Instagram & Twitter. I'm sure the offers will be rolling in, so please don't forget us!
- 2) You look great without makeup. I cannot tell you how much seeing before & after's helps generate sales from my experience.
- 3) Your consistency is paying off. Effective frequency in advertising means, "the average person must be exposed to an ad 3x in order to take action" and it's more evident than ever now. I'm now looking forward to your next post even more.
- 4) Let us know when you're free for a happy hour and we can review the other opportunities you mentioned in the past.

Have a great night and we are very grateful to have you as a partner.

Best,

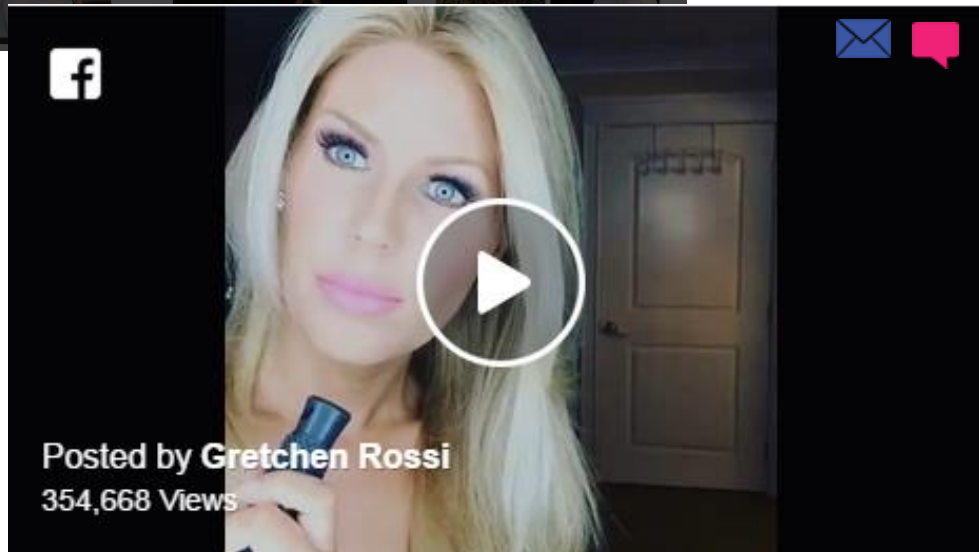
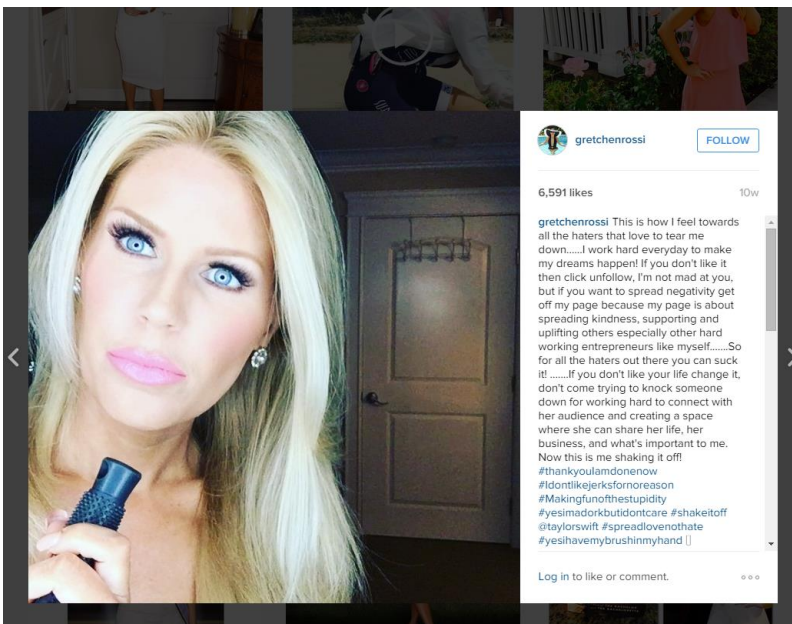
Josh Butowsky
Director, Influencer Marketing
d a s t m a l c h i, LLC

31 E. MacArthur Crest
Suite 111
Santa Ana, CA 92707

GRETCHEN ROSSI ICONIC VISION:: The valiant muse

Gretchen Rossi Shakes Off Her Haters With Taylor Swift Lip Sync: See Real Housewives of Orange County Alum's Outrageous New Video that got more than 350,000 views in the first 24 hours.

[CELEBRITY NEWS](#) MAY. 25, 2020 AT 2:15PM BY [ESTHER LEE](#)



Gretchen Rossi is an inspiration for people who strive to live life on their own terms, not to meet other people's expectations. She offers a positive, intelligent voice in the face of hardship. And she has a bold personality that enables her to speak her mind honestly, but respectfully. She has achieved success in her career by following her gut. She has achieved balance in life by staring down adversity and making choices with her heart, no matter the consequences.

GRETCHEN CHRISTINE ROSSI: is the valiant muse.

Gretchen Christine Rossi
Hosting Reel

<https://www.youtube.com/watch?v=1rrb-Scy7t8>

For more information, please
contact hello@gretchenchristine.com

