



BRAND PARTNERSHIP MEDIA KIT

Jennifer Gold

Bold, Beautiful & Built For Business.

VH1 · BASKETBALL WIVES · 2010–2025

TV Personality. Founder. CEO of Jennifer Williams Productions. Founder of Redefined Glam. Co-founder of Mental Wealth AI.

PAST PARTNERSHIPS

Paramount · Belaire Champagne · Teami Blends
Bloom Luxury · Papaya Playa · Juvia's Place

therealjennifer.com

jennifer@therealjennifer.com

[@jenniferwilliams](https://www.instagram.com/jenniferwilliams)

PLATFORM REACH

1.1M
INSTAGRAM

594K
TWITTER / X

234K
THREADS

21.2K
TIKTOK

HER EMPIRE

Redefined Glam

Hair brand · Founder

Mental Wealth AI

Wellness tech · Co-Founder

JW Productions

Film & media · CEO

ACTIVE PLATFORMS

Instagram · [@jenniferwilliams](https://www.instagram.com/jenniferwilliams)

TikTok · [@classygirljenny](https://www.tiktok.com/@classygirljenny)

Twitter/X · [@iamjennifer](https://twitter.com/iamjennifer)

Threads · [@jenniferwilliams](https://www.threads.net/@jenniferwilliams)

ABOUT JENNIFER

TV Personality.

Founder. Force.

Jennifer Gold is a television personality, entrepreneur, and founder whose name has been synonymous with luxury, ambition, and unapologetic style for over a decade. Known to millions from VH1's Basketball Wives, she transformed a national platform into a thriving portfolio of businesses.

Founder of Redefined Glam, CEO of Jennifer Williams Productions, and Co-founder of Mental Wealth AI — when Jennifer recommends something, over a million people pay attention. Not because she tells them to. Because they genuinely trust her.

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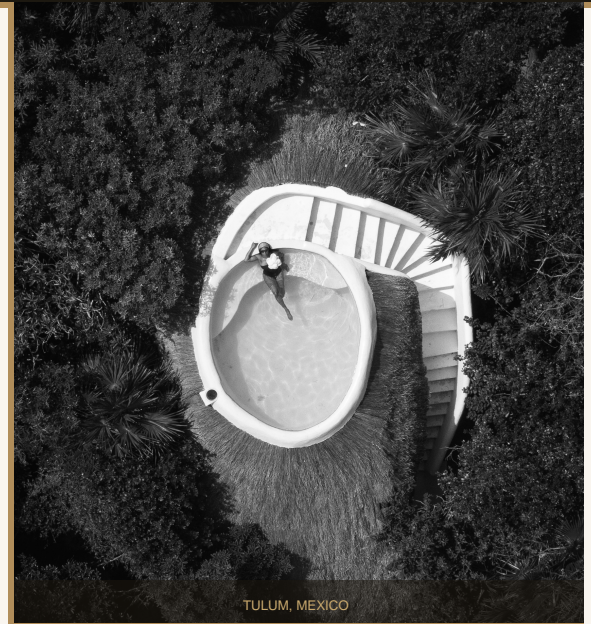
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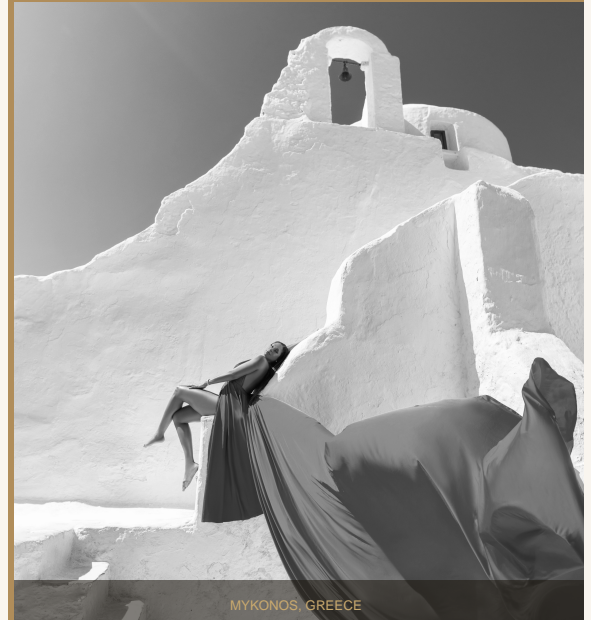
Redefined Glam Premium raw hair brand · Founder

Mental Wealth AI Wellness technology · Co-Founder

JW Productions Film & documentary · CEO



TULUM, MEXICO



MYKONOS, GREECE



TURKS & CAICOS

CONTENT VERTICALS

Every category.
One standard.

- 01 **Beauty & Skincare**
Editorial beauty — launches, tutorials & routines trusted by 1M+.
- 02 **Luxury Hotels**
Suite tours and rooftop content that makes every property unmissable.
- 03 **Fashion & Style**
Wardrobe edits and brand campaigns with a luxury-forward perspective.
- 04 **Travel & Aviation**
First-class storytelling across the world's most aspirational destinations.
- 05 **Spirits & Fine Living**
Champagne, cocktails & lifestyle — the art of living beautifully.
- 06 **Health & Wellness**
Authentic wellness content grounded in real routine and community trust.

PAST PARTNERSHIPS

- Paramount Pictures**
Motion Picture Creed 3 Promo
- Belaire Champagne**
Paid Brand Partnership
- Teami Blends**
Paid Brand Partnership
- Bloom Luxury**
Brand Promotion
- Juvia's Place**
Brand Promotion
- Papaya Playa Project**
Travel & Hospitality · Tulum, MX

READY TO PARTNER?
"Your brand. Her audience. Let's make something iconic."
jennifer@therealjennifer.com



EDITORIAL · FASHION CONTENT