

[Rob Lipsett](#), is a 23-year-old fitness blogger who has his own range of clothing, and has a following of over 100,000 on his YouTube channel, a blog, an online store, a huge Instagram following and a Facebook page.



FOLLOWERS **402,114**  
PICTURES UPLOADED **1,118**  
AVG DAILY FOLLOWERS **548**

Without doubt, his attraction as an Athlete on My Protein attracts a myriad of followers, from teens to older serious gym goers, who value his opinion on the My Protein products he uses. For his admirers, they are delighted to have their love for the products they support, endorsed by someone like Rob, who has dedicated his life to fitness and health in equal measures.

He believes in what he endorses and is very clear about whether he is getting paid or not. His audience, millennials and beyond want to look like him, be like him and therefore buy the product that creates that image. Therefore, his recommendation is taken seriously by his gym going peers.

My Protein's latest gym gear has been selling well, supported by Rob Lipsett, who is currently featured on their website modelling the men's gym range, wearing Men's Superlite Sleeveless Hoodie and Glide Shorts (My Protein [www.myprotein.com](http://www.myprotein.com))

Take a look, of a day with Rob on location, shooting a range of clothing!

<https://www.youtube.com/watch?v=cvPlhq23JZY>