



# Jeanne ●●● BEKER

*Iconic Fashion Journalist*



[TheSpotlightAgency.com](https://www.TheSpotlightAgency.com)



# JEANNE BEKER

*Television Personality*

Jeanne Beker rose to the top of arts and culture media around the world as the iconic host of *Fashion Television*. A trailblazing professional and a successful entrepreneur, Jeanne is also the daughter of Holocaust survivors, and a breast cancer survivor. Her many awards include being made a member of the Order of Canada in 2014, and in 2016, she received a star on Canada's Walk of Fame. Jeanne's years of media expertise – combined with her big, bold personality – guarantees that every project she works on is unforgettable.

Jeanne got her start in broadcasting at CBC Radio as an arts reporter in Newfoundland, and after three years, returned to Toronto to work at CHUM radio. Just four years later, she was co-host of Citytv's ground-breaking music magazine series, *The New Music*, and in 1983, she helped launch "the nation's music station," *MuchMusic*. Jeanne later debuted as the host of the legendary *Fashion Television* — which ran globally for 27 years — establishing her as Canada's "face of fashion."

A seasoned writer, Jeanne has published six books, including her recent bestselling memoir *Heart on My Sleeve: Stories from a Life Well Worn*. She is also a frequent guest on lifestyle programs and has been at the creative helm of numerous fashion lines under her own label. Since 2015, Jeanne has worked as the style editor at The Shopping Channel (TSC) where she hosts the popular series, *Style Matters*, and the podcast, *Beyond Style Matters*. Jeanne was also co-producer on *Kingdom of Dreams*, a four-part documentary series examining fashion's golden age.

Jeanne was diagnosed with breast cancer in 2022, but she hasn't let it slow her down. Since her diagnosis, Jeanne has aimed to help normalize the conversation surrounding cancer and help eradicate the fear associated with the disease.

In her spare time, Jeanne enjoys travelling and relaxing at home with her partner Iain and their dog Gus.

# @TheJeanneBeker

60K+ Followers on Instagram

## Audience Demographics

24%

76%

28% ages 30-34

36% ages 35-39

25% ages 40-49

Top Countries: Canada (92%), USA.

Top Cities: Toronto, Montreal, Vancouver

A majority of Jeanne's community of followers and fans range in age from 35-39, and their general interests include health, wellness, fashion, and beauty.





WATCH: Jeanne hosts Style Matters (March 2023)



WATCH: Jeanne on Cityline



WATCH: Jeanne on Etalk



Jeanne as a guest judge on Canada's Drag Race: Canada Vs the World

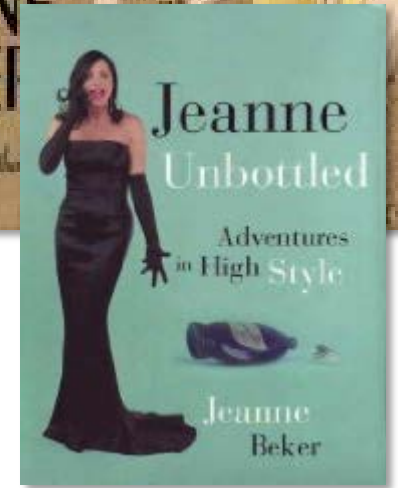
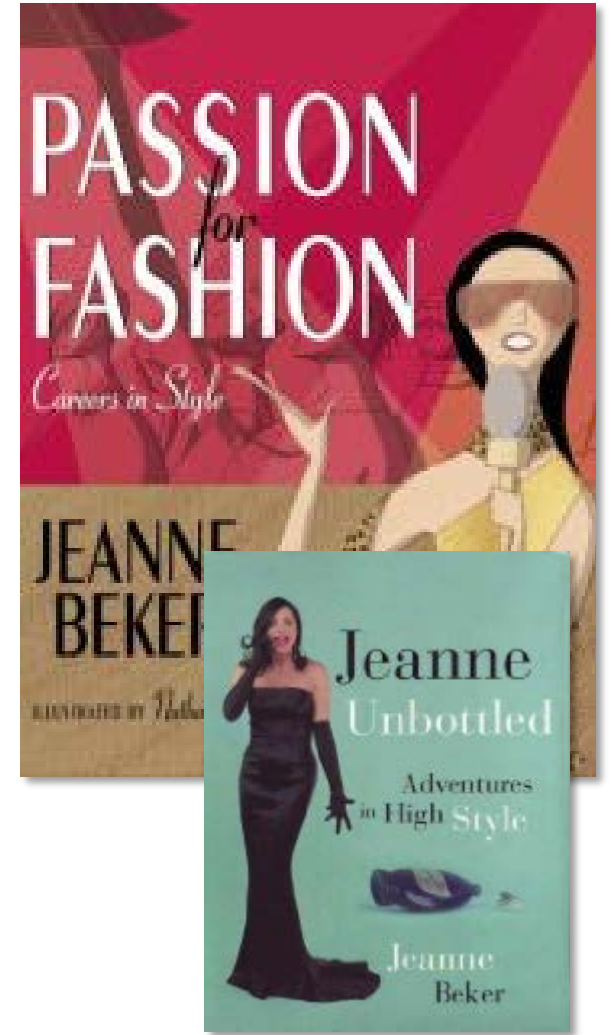
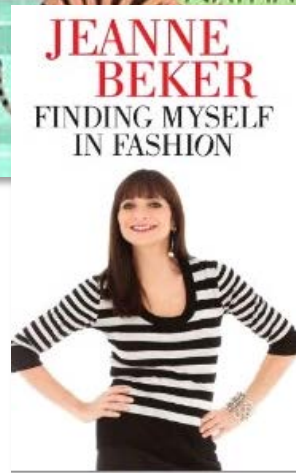
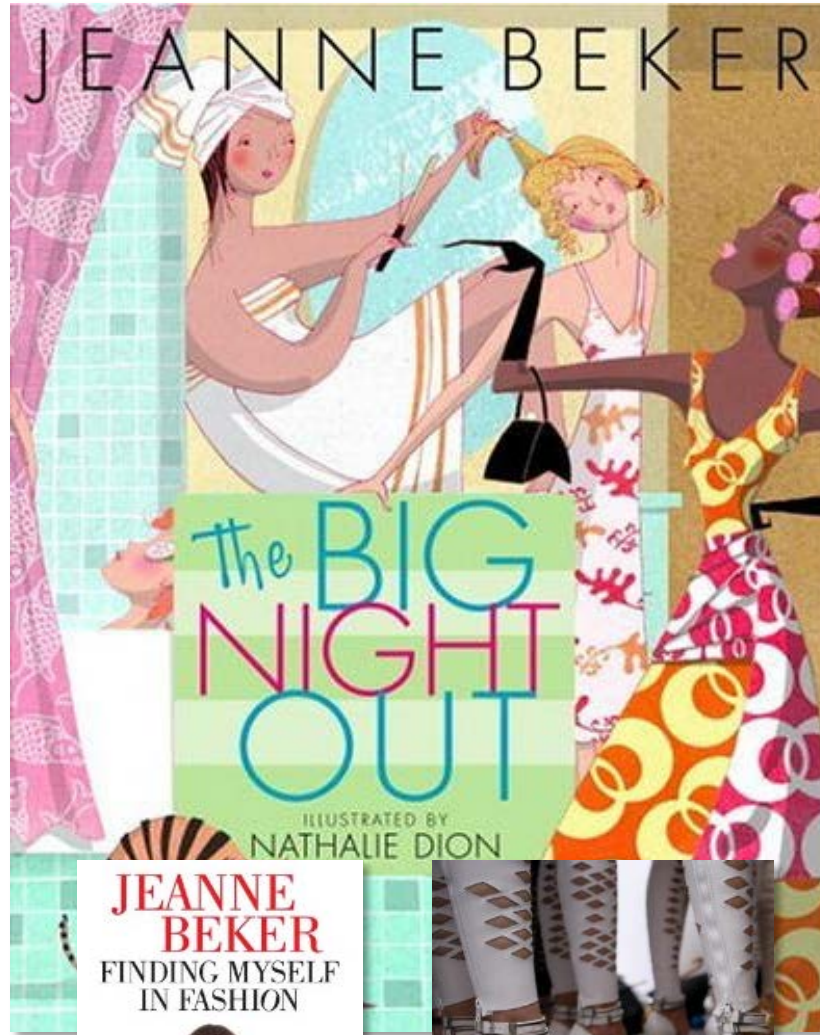
# JEANNE BEKER

WITH A FOREWORD BY LINDA EVANGELISTA



# HEART ON MY SLEEVE

STORIES FROM A LIFE WELL WORN



Over the years, Jeanne has published six bestselling books.



2,355 likes

thejeannebeker On set with my dear friend and fellow breast cancer survivor @lolittadandoy for the upcoming @lavieenrose "Be Your Own Breast Friend" fundraising campaign. Honoured to share the spotlight with the beautiful Lolitta for this important cross-Canada cause. The campaign launches May 1st!! 💕

#breastcancerawareness #survivors

#fundraisingcampaign

View all 88 comments

March 20



WATCH: *The Art of Conquering Cancer: Jeanne Beker*



Jeanne's billboard (Yonge-Dundas Square)

Jeanne has partnered with several prominent brands on custom creative campaigns.

KATE SHINES AT THE PALACE

**HELLO!**  
CANADA  
No 850/851 • 19 DECEMBER 2022

**AT HOME  
EXCLUSIVE**

'I THANK GOD  
50 TIMES A DAY'

**JEANNE  
BEKER**

THE CANADIAN ICON  
ON LIFE WITH CANCER  
AND THE NEWS  
THAT MADE HER  
WEEP FOR JOY



**PLUS TOP  
10 ROYAL  
TIARAS!**

'I want to grab  
every minute  
and live life  
110 per cent'



**Global**



**Bell**Media



**THE GLOBE AND MAIL**



**TORONTO STAR**

**TORONTO  
LIFE**

**THE KIT**



**CP  
24**

**ZOOMER MEDIA**

Publicity and Media

Jeanne is available to partner with brands for a variety of initiatives, including:

- Spokesperson roles
- Media appearances
- Digital video and television ads
- Speaking engagements
- Event hosting
- Guest appearances
- and more

Past partners:

 la Vie en Rose

**CIBC**  **RUN  
FOR THE CURE**

The Princess Margaret  
Cancer Foundation  **UHN**

**ESTÉE LAUDER**



Partnership Opportunities 





For more information, please contact:

[info@thespotlightagency.com](mailto:info@thespotlightagency.com)

[thespotlightagency.com](https://thespotlightagency.com)