



Roxy ● ● ● Earle

Founder, Ana App | Confidence Advocate



TheSpotlightAgency.com



ROXY EARLE

Founder, Ana App | Confidence Advocate

Roxy Earle is a leader in the confidence and body positivity space, and a fierce advocate for inclusive fashion. She has turned her passion for marketing into an award-winning portfolio of projects – including working with global brands including Ogilvy and American Express. Joyful and determined, Roxy brings excitement and her contagious positivity to every project she’s involved in.

First introduced on television to Canadians across the country as the breakout star from the first season of *Real Housewives of Toronto*, Roxy has since used her wide-reaching online platform — where she’s known as @luxuriousroxy — to fuel her dream of helping women feel confident and happy in the skin they’re in.

The creator of the #MySizeRox hashtag that took social media by storm, Roxy collaborates with internationally recognized brands, such as Joe Fresh, to design size-inclusive collections, all of which have quickly sold-out multiple times.

Along with Dr. Arnold Mahesan, Roxy is also the co-founder of the Ana app, which launched in 2021. Roxy worked with a world-class team of women’s health doctors to create the digital tool, designed to help women lead their healthiest, happiest, and most confident life. In 2024, she followed with the release of Styledial, a private fashion community app for real-time styling and shopping.

Roxy lives in Los Angeles with her husband and two young children.

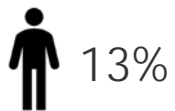
INSTAGRAM

@LuxuriousRoxy

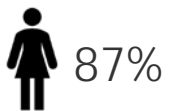
105K+ Followers

Engagement Rate: 10.25%

Audience Demographics



33% ages 30-34



29% ages 35-39

15% ages 40-44

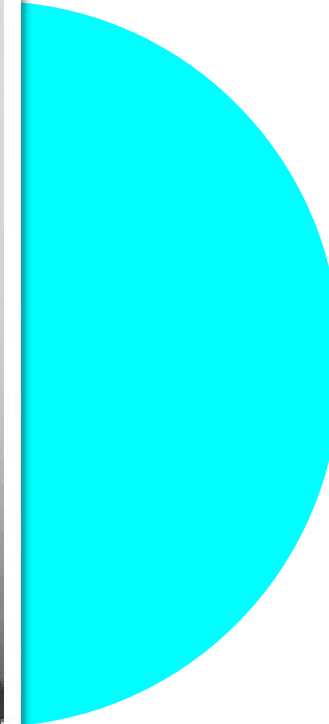
Top Countries: Canada (73%) USA (16%)

Roxy's fans are often interested in fashion, lifestyle and home and garden content.



TikTok

@LuxuriousRoxy



18K+ Followers
Engagement Rate: 3.5%



Which is your fave? ...



Love a black mini skirt pa...



Reminding you how you ...



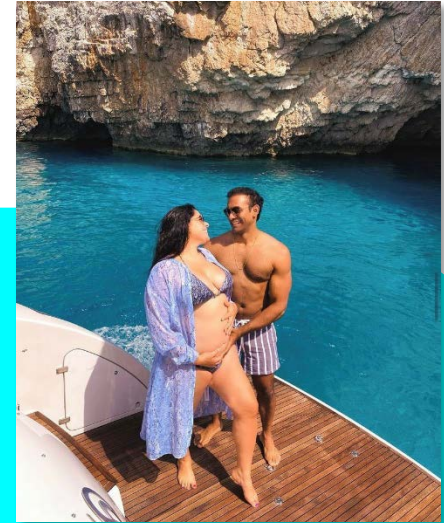
luxuriousroxy



luxuriousroxy
Toronto, Ontario



Founder Life



Founder Life



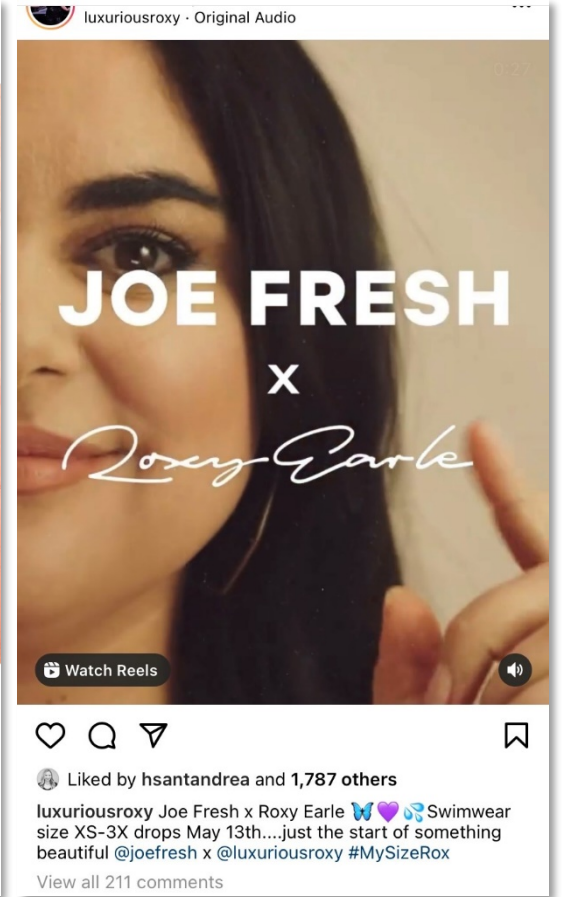


Roxy channelled her bold, body-positive energy into building a large, supportive online community through #MySizeRox and sharing her Confidence Theory.

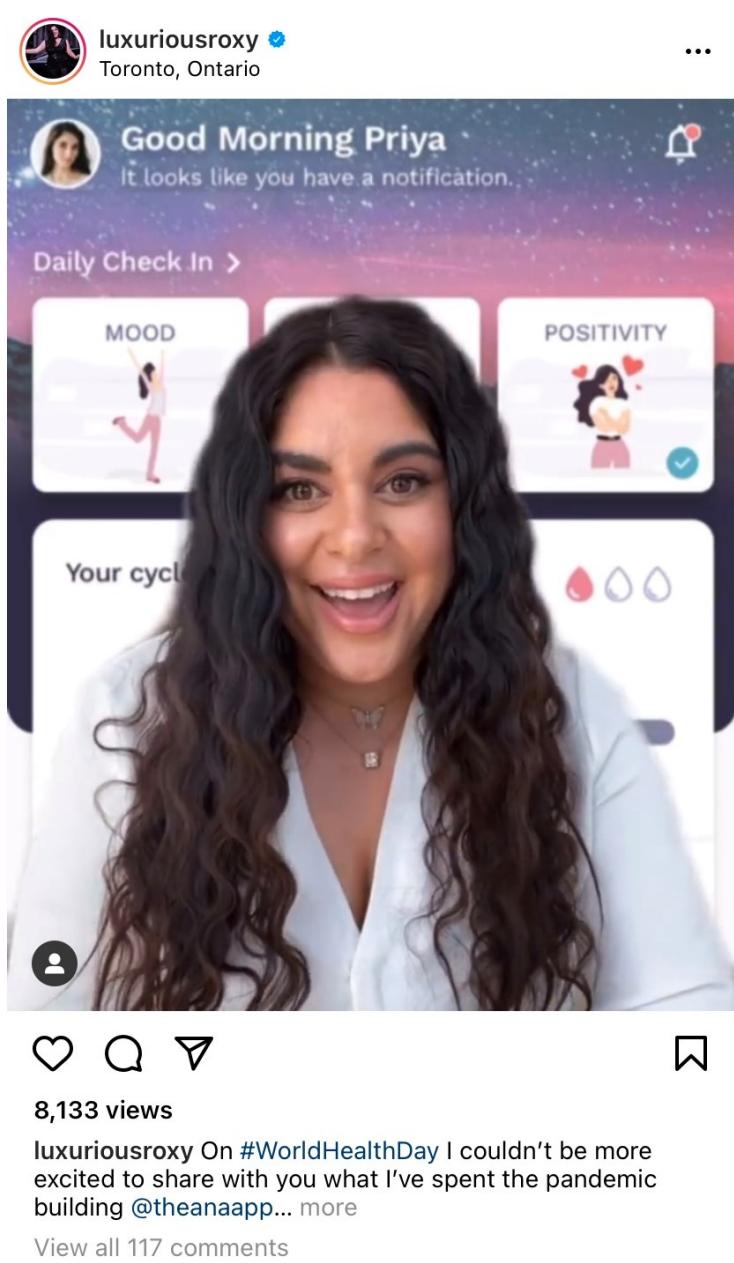
Roxy Earle on Her Collab with Le Château

"My dream has always been that two friends can walk into a store and shop the same collection regardless of size."

BY KIEEA SPRONK JUN 5TH, 2018



Roxy has collaborated on inclusive fashion lines with high-profile retailers, including Le Chateau and Joe Fresh.

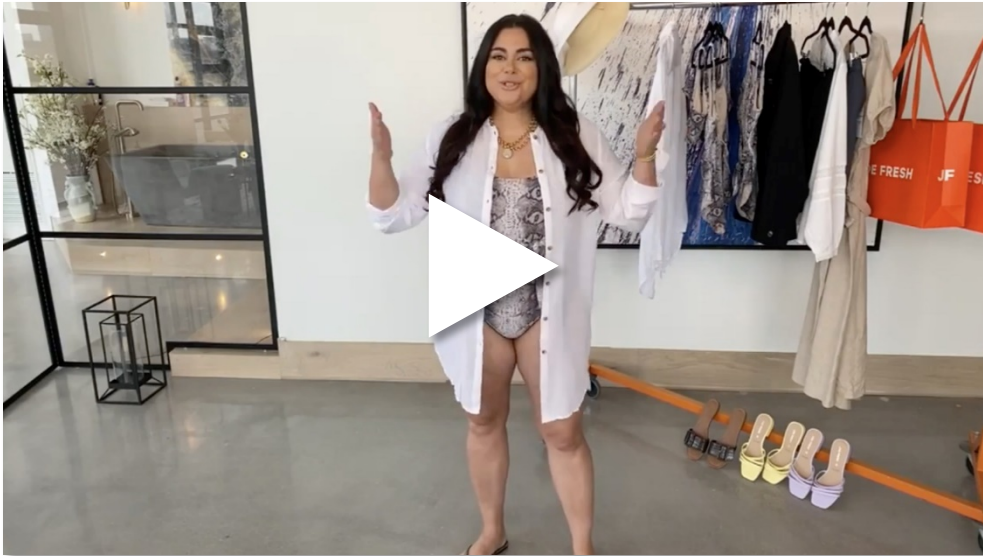


In 2021, Roxy launched Ana, an app to help women build happiness, health, and confidence by balancing mental wellness with the unique cycles of their body. It currently has 6.5K followers.



Roxy's bold, fabulous, and life-of-the-party personality made her the "breakout star" of the first season of *The Real Housewives of Toronto*.

Cityline



WATCH: *Feeling Confident in your Swimwear* (2022)



WATCH: *4 Outfits for your Vacation Wardrobe* (2023)

This Fashion Entrepreneur Is Bringing A Culture-Shift To A Multi-Billion Dollar Market



Pauleanna Reid Senior Contributor
ForbesWomen
I cover the female leaders who are shaping the future.

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-05:47



TORONTO STAR

ENTREPRENEUR | MAKE WHO LEAD

Roxy Earle on the Business of Influencing

Selena Romero

BAY STREET BULL

Roxy Earle wants you to know that the term "influencer" doesn't even begin to grasp the business behind leading a community of over 95,000 people.

HELLO!

Roxy Earle on her dream plus-size dress inspired by Meghan Markle and new size-inclusive line

By Meaghan Wray

JUNE 20, 2018

VANCOUVER SUN

Style & Beauty / Shopping Essentials / Life / Fashion & Beauty

The It List: Roxy Earle creates inclusive swimwear line for Joe Fresh

Toronto-based lifestyle influencer and body positivity activist Roxy Earle has teamed up with Canadian retailer Joe Fresh for a limited-edition swimwear line.

Aleasha Harris
May 13, 2021 • May 13, 2021 • 1 minute read • Join the conversation



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

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

Past partners:

JOE FRESH



LE CHÂTEAU

**SHOPPERS
DRUG MART**



SleepCountry

Dove



Aveeno

CLINIQUE



Scotiabank



sodastream

Partnership Opportunities ●



For more information, please contact:

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