

LLOYD BOSTON

Television Host, Style Expert and Best-Selling Author

Lloyd Boston has built a reputation as America's favorite "Style Guy" and Lifestyle TV Host. Millions of TV viewers from Oprah and NBC Today, to The View and Extra regularly follow Lloyd's simple style philosophy that Less is Modern.

Boston hosted the popular show, Closet Cases, on Fine Living Network (for which he received a NY Emmy nomination) and several of his own 1-hour FLN lifestyle specials and how-to interstitials. For close to a decade, Lloyd Boston has been a regular TV contributor and style editor to NBC's Today Show with nearly 150 celebrated appearances. Lloyd is also a longtime contributor to ABC's The View; and his focused broadcast journalist work with NY's Full Frontal Fashion has made him a leading voice of NY Fashion Week for more than 15 seasons strong. He's also covered the Oscars, Emmys, and Golden Globes from the red carpet for NBC's Extra and CNN.

A man of style *and* substance, Lloyd is also the author of four coveted style books: his first and LA Times best-seller Men of Color (Artisan); followed by Make Over Your Man (Doubleday) and the self-illustrated, Before You Put That On (Atria), which were both featured along with Lloyd on Oprah. His latest book, The Style Checklist: The Ultimate Wardrobe Essentials for You (Atria) will be released in the fall of 2010.

He is an original alum host of E! Entertainment's STYLE Network where he began as a regular style sidekick on their highest-rated The Look for Less; in addition to hosting two of his own series, Style Essentials and Runway.

Lloyd is one of the most trusted and recognizable TV style experts with over 30 appearances on network and cable television shows combined from Tyra and The Morning Show with Mike & Juliet; to Nick at Night and CNN American Morning.

In 2007, Lloyd Boston teamed up with the global mega-brand Jones New York as their first-ever male spokesperson and exclusive "style guru". In this role, Lloyd continues to travel the US and Canada touching the lives of countless women through personal appearances, style clinics and the jny.com webisode series, How To Wear It!

Named one of Crain Magazine's esteemed "Forty Under Forty", Lloyd Boston is the former VP of Art Direction for Tommy Hilfiger where he worked for a decade before transitioning into a regular national event spokesperson for both Hilfiger and Lenscrafters. In like fashion, Lloyd has been a style lecturer to numerous brands including Giorgio Armani, American Express, American Airlines, Johnson & Johnson and Yahoo!

Lloyd Boston's writings and style philosophy have been featured in numerous publications including: Elle, Entertainment Weekly, Glamour, InStyle, O Magazine, Men's Health, People, Real Simple, VanityFair.com, and The Wall Street Journal. For more on Lloyd, visit LLOYDBOSTON.COM.