

**STEVEN COJOCARU**  
**FASHION GURU**

Celebrity insider, style maven, diva favorite, best-selling author, and America's top red carpet guru Steven Cojocaru—best known as Cojo—is known for his memorable and intimate sit-downs with today's biggest and most sought-after stars. Cojo has conducted standout interviews with Oprah Winfrey, Julia Roberts, Madonna, Jennifer Lopez, Britney Spears, Halle Berry, Jennifer Aniston, and George Clooney among other A-listers. His unique blend of quick wit, dish, fashion frisson, and humor have made him a must-see presence at major media events, from the Oscars and Emmys to the Golden Globes, MTV Video Music Awards, the Venice Film Festival, and more.

Born into a highly emotional, dysfunctional, and loving Romanian Jewish family, Cojo grew up in the suburbs of Montreal as a “glam-obsessed junior fashionista.” At age 16, he cold called the *Montreal Gazette*'s legendary fashion editor Iona Monaghan and pitched a men's fashion column idea. By the early '90s, he had joined Canada's top fashion magazine, *Flare*, and was writing his own column, “Flare was There.” Covering über galas, celebrity gatherings, fabulous fashion parties, and any event attended by the social set, Cojo took his first steps on the red carpet and was on the path to fashion stardom. He moved to Hollywood, where he nearly starved working as a temp and spritzing Opium cologne at Robinson's May before beginning to write freelance for *People* magazine's Style Watch page. Cojo also wrote “Hot Shots,” a syndicated fashion column that ran in more than 100 newspapers across North America.

He moved up at *People*, and soon launched his popular “Behind the Seams” column. Cojo was invited to appear on E!, VH1, MTV, and a host of other television channels to opine on fashion as a representative of *People*. In 2000, Cojo was asked by *The Today Show* to appear live from a Paris runway. An immediate hit, he was weekly style correspondent on *The Today Show* for four years.

In 2003, Cojo became a full-time correspondent for *Entertainment Tonight*, and in 2004 expanded his diva duties on the *ET* spin-off series, *The Insider*. He has been beamed live around the world on the Oscar pre-show, appeared for two consecutive years on *American Idol* making over the finalists, hosted the VH1 specials for *Sex and the City* and *Cojo's Best and Worst Dressed of the Year*, and co-hosted the CBS-TV primetime television special *Red Carpet Confidential*. Cojo is frequently seen as the style expert on *The Dr. Phil Show* and *Rachael Ray*.

Life took a detour when Steven Cojocaru was diagnosed with potentially fatal polycystic kidney disease (PKD) in 2004. When his first transplanted kidney was struck by a virus and removed in June 2005, he lived on self-administered daily dialysis until a second donor, his 70-year-old mother, Amelia,

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was found. His second kidney transplant in October 2005, after several serious complications, was successful.

His first book, *Red Carpet Diaries: Confessions of a Glamour Boy*, was published in 2003 and became a national bestseller. In it, Cojo shared the story of his journey from outsider and outcast teen to fashion celebrity.

### **TOPICS:**

- Red Carpet Diaries: Confessions of a Glamour Boy
- How I Became the Best-Dressed Patient