

STEVEN COJOCARU
FASHION GURU

Celebrity insider, style maven, diva favorite, bestselling author, and America's top red carpet guru Steven Cojocaru (Cojo) is known for his memorable and intimate sit-downs with today's biggest and most sought-after stars, conducting standout interviews with "A-listers" such as Oprah Winfrey, Julia Roberts, Gwyneth Paltrow, Demi Moore, Jennifer Lopez, Britney Spears, Halle Berry, Jennifer Aniston, and Jude Law. 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 to pitch 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 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 department stores before beginning to write freelance for *People* magazine's "Style Watch" page. He also wrote "Hot Shots," a syndicated fashion column that ran in more than 100 newspapers across North America.

Cojo moved up at *People*, and soon launched his popular "Behind the Seams" column and was invited to appear on E!, VHI, 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 *Today* for four years.

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

COJOCARU, STEVEN [PAGE 2]

Life took a detour when Cojo 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, was found. His received a second kidney transplant in October 2005, and after several serious complications, it has been determined a success.

His first book, *Red Carpet Diaries: Confessions of a Glamour Boy*, became a national bestseller. In it, Cojo shared the story of his journey from outsider and outcast teen to fashion celebrity. In his newly released book, *Glamour, Interrupted: How I Became the Best-Dressed Patient*, he creates an uplifting look at dealing with life's unpleasantness based on his experiences with PKD.

TOPICS INCLUDE:

- Confessions of a Glamour Boy
- How I Became the Best-Dressed Patient