

A portrait of Lloyd Boston, a man with a beard and bald head, wearing a light grey blazer over a black and white striped t-shirt. He is smiling and looking towards the camera.

# LLOYD BOSTON

Oprah calls Lloyd Boston a "style maker."

From the Oscars and Emmys, to the Golden Globes and Grammys—Lloyd Boston remains a red carpet fixture for top-rated shows and networks such as Access Hollywood, Extra, CNN, NBC, and CBS. An over 30-year veteran of the fashion industry and former Vice President of the multibillion-dollar Tommy Hilfiger brand, he is also a bestselling author boasting 25 years in lifestyle and fashion media. Boston is a consultant for top brands while covering and critiquing the biggest global trends and red carpets, hosting and dishing on everything from the fierce fashion to all of the fun celebrity drama.

For 25 years, America has known TV Host and Style Expert Lloyd Boston best from top shows such as The Insider (CBS), reporting on this popular companion show to the Emmy-winning Entertainment Tonight. His 360-take on the worlds of fashion, celebrity, lifestyle trends, and pop-culture news has kept TV viewers engaged and on-trend, while he's covered all the major award show carpets, and top New York fashion runways. The former VP of Art Direction for the multi-billion dollar Tommy Hilfiger brand, Boston began his career in fashion as the designer's first hand-picked

intern in 1990. He is the author of four highly celebrated style books: L.A. Times bestseller Men of Color (Artisan), Make Over Your Man (Doubleday), Before You Put That On (Atria/Simon and Schuster), and The Style Checklist (Atria/Simon and Schuster), which have been featured everywhere from Oprah and the Today Show, to countless other national television and digital platforms.

Boston has also been a regular contributor to NBC Today for more than a decade with nearly 300 expert appearances. He's also had several top-rated Oprah appearances, including his very own hour of style with the legend. Lloyd got his start on national TV as a featured expert on ABC's The View with countless segments to date, then reaching millions more worldwide on The Talk, Wendy, Rachael Ray, Martha, E! News, and so many others. He's hosted the Fine Living Network's (FLN) and HGTV's NY Emmy-nominated Closet Cases, in addition to hosting/producing his own lifestyle FLN specials. Boston is also an original host of the Style Network, and best known for their highest-rated The Look For Less, and his own series: Style Essentials and Runway. Die-hard "fashionistas" know Lloyd best from WE Network's popular Full Frontal Fashion, making him a leading voice of NY Fashion Week coverage for more than 15 fashion seasons. "Boston doesn't simply set rules for his subjects..." reported the NY Daily News, "He dives right into their closets and gets hands-on with what's hanging there."

Lloyd also pioneered his own groundbreaking daily style tip iPhone App, Before You Put That On, a self-illustrated collection of greeting cards for Papyrus, and his own collection of women's accessories for QVC. He continues to explore new ways of reaching his growing audience through TV, digital, innovative content creation, new media, product design, brand consultations, and personal appearances.

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