



# katie rice jones

host . on-air stylist . speaker

Since Katie Rice Jones was a little girl, she has loved fashion. However growing up in a small Wisconsin town, with the closest mall nearly 50 miles away, proved to be a challenge for her style eye. Katie craved the clothes she saw in fashion magazines so she decided to take matters into her own hands and asked for a used sewing machine for her eighth birthday. As she began creating her own clothes, Katie realized it was possible to be stylish with just a little creative ingenuity. It was Katie's chic grandmother, however, who sparked her flair for fashion. They spent hours pouring through department store catalogues, discussing their favorite items, and nurturing Katie's developing fashion sense. Years later, Katie moved to San Francisco to pursue her love for fashion, this time professionally. She worked at Macy's as an assistant buyer, GAP as a merchandise planner and Mervyn's, at that time a Target Corporation company, as their national Style Media Spokesperson. In 2001, Katie left corporate retail to pursue a career in the fashion entertainment world.

Katie Rice Jones has been an on-air personality for 6 years appearing on leading news programs and entertainment shows. From reporting on fashion trends to interviewing movie icons, Katie's comfort and ease in front of the camera is evident. As a co-host and segment producer of Comcast's *Inside City Limits*, Katie hits the streets of San Francisco to discover the unique events, fashion and people that make her town so special. On the new media side of entertainment, she is a web show host for TenToeTV.com's *The Best of San Francisco*.

As an on-air stylist, Katie has appeared on over 400 television segments offering viewers style solutions and trend commentary. Shows include: TV Guide Channel's *TV Candy with Melissa Rivers*, USA Network's *Before & After 'NOON Movie*, Soap Net's *Soap Talk*, Lifetime's *Head 2 Toe*, HGTV's *Smart Solutions* and *TIPical Maryellen* and Fox's *Good Day LA* to name a few.

Katie's style philosophy also has been quoted in leading newspapers and magazines. A short list of these publications include: *New York Times*, *Los Angeles Times*, *San Francisco Chronicle*, *Oakland Tribune*, *San Jose Mercury News*, *Women's Wear Daily*, *Real Simple*, *Life & Style* and over the Associated Press wire. Katie's story has been profiled in *San Francisco Magazine's* "San Francisco Style", *7X7 Magazine's* "Hot 20 under 40", *7X7 Magazine's* "The Entourage", *Grace Ormonde's* "Wedding Style" and *San Francisco Chronicle Magazine's* "Designer Obsessions" pieces. Additionally, she provides weekly commentary for *In Touch Weekly Magazine's* "Best Dressed of the Week".

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Because it is hard to keep Katie quiet when it comes to style, she is also a professional speaker represented by two speaking bureaus. A short list of her clients include: Westfield Shopping Centers, Fashion Group International, San Francisco Fashion Week, The Learning Annex, Mervyn's, Target, Bloomingdales, Young President Organization and Dominic Phillips Events Marketing. Katie's voice is also heard as the audio download style expert for TenToeTours.com's city street shopping tours and can be read on the pages YourLifeMagazine.com as their Style and Shopping Editor.

From 2001 to 2005, Katie had the pleasure of representing Mervyn's as their first national Style Media Spokesperson. Her role included on-air fashion commentary appearances, newspaper and magazine trend interviews, radio interviews, a series of radio commercials called "Ask Katie", a style advice column also titled "Ask Katie" and an in-store mix and match clothing promotion dubbed "Katie's Picks".

Regarding for her plans going forward, Katie is writing her first book titled, *The Style Method* and she is developing three television pilots, *The Style Method*, *Preen My Teen* and *Jones*.

As a little girl, Katie Rice Jones had an instinct she liked fashion. Following her instinct has resulted in great experience and in a career she loves. Today she speaks with clarity and confidence about attaining style. She can do this because she has lived the lessons she professes and has the skill to share that knowledge with others.

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