





Emme, the supermodel, television personality, author, lecturer, creative director for her clothing lines, and nationally recognized women's advocate for positive body image and self esteem has a clear mission: to awaken the inner magnificence inherent in each of us. It's no wonder **People** magazine selected her *twice* as one of the "**50 Most Beautiful People**" and **Ladies' Home Journal** chose her as one of the "**Most Important Women in America**" and one of the "**Most Fascinating Women of the Year.**" And the accolades don't stop there: she was honored as a **Glamour** magazine "**Woman of the Year**" and as one of **Biography** magazine's "**25 Most Influential Women.**"

Currently, Emme is the spokesperson for Kemin Health's FloraGLO<sup>(R)</sup> brand Lutein. May 2011, Emme joins the cast of Nora and Dalia Ephron's off Broadway play **LOVE, LOSS AND WHAT I WORE.** her newest business venture, **www.EmmeNation.com**, the revolutionary interactive resource forum for women to ignite a body+mind+spirit transformation of their own. In 2010 Emme was in demand as a spokesperson for a leading plus size retailer and served as a body image and media expert on three prestigious panel discussions: the 10<sup>th</sup> Anniversary of the **Girl Scouts Research Institute**, discussing girls and media, body image and internet safety, the **NEDA & STOP Obesity Alliance** discussing how to effectively communicate about weight and health in media and mass culture at Pace University and at **The Sundance Film Festival** assembled by the **Creative Coalition** addressing America's unhealthy relationship with food and the role the of the entertainment industry in creating a positive change.

Emme brought her talent and sparkling personality to **Fox** as the host of the groundbreaking dating competition series, **MORE TO LOVE**, from Executive producer Mike Fleiss (The Bachelor and The Bachelorette). Emme burst onto the scene as the world's first full-



figured supermodel and, as host of **E! Entertainment Television's "Fashion Emergency"**, she quickly became a popular icon not only

in the United States, but around the globe. Emme's television and radio appearances are innumerable, including: **The Oprah Winfrey Show**, ABC's **Good Morning America**, NBC's **Today Show**, CBS's **The Early Show**, CNN's **American Morning**, **20/20**, **The Rachel Ray Show**, CNN Headline News's **Showbiz Tonight** and **The Joy Behar Show**, **Entertainment Tonight**, **The Insider**, **NPR**, and a frequent guest host of the **Joan Hamburg Show** on WOR Radio, not only as a fashion expert but advocating for women on important lifestyle issues including body image, surviving cancer, mothering, downsizing and adopting a greener lifestyle.

Always a trendsetter, Emme became the first full figured model ever to land a spokesperson's contract with a cosmetics company when she signed with **Revlon**. Her views have set a refreshingly new standard of beauty both here and abroad. World renowned doll creator and designer, **Robert Tonner**, created the **EMME doll**, making Emme the first full-figured model to have a high fashion collectable doll sculpted in her likeness. "...hottest product launched...at the American International Toy Fair..." NY Post

Emme chronicled her extraordinary life and rise to success in her first book, **True Beauty** (Putnam/Perigee). Emme then shared her passionate perspective on life when she penned her second book entitled **Life's Little Emergencies** (St. Martin's Press). **Morning Has Broken: A Couple's Journey Through Depression**, by Emme and Phillip Aronson (NAL), chronicles their struggle and triumph over her then husband Phillip's depression. **What Are You Hungry For?** (Harper Collins), Emme's newest release, is a children's book that addresses the reality that children have many hungers, including emotional ones. Emme's status as an influential columnist was evident when she wrote her **Ask Emme** column for three years at **MODE** magazine, and in 2008 she began to blog about self esteem issues in the Living Section at **The Huffington Post** and at **iVillage**



with her ***Simply Green with Emme***, discussing her commitment to the green movement from the perspective of a multi-tasking mom.

Emme is a vocal advocate for people of all ages to be fit and to live a healthy lifestyle while simultaneously combating societal and peer pressure to be something other than what comes naturally. For **20-years**, Emme has put women's and children's issues front and center. She was the first model to speak to these issues before a congressional sub-committee in Washington, DC and continues to speak out on body image issues and funding the arts in schools. Says Emme, "We live in a society that promotes a desire for thinness at any cost in the quest for the attainment of unrealistic beauty. I want women to know their self-esteem is not contingent upon their dress size and good health is attainable by more than just one body type," and "without art, life would not have taste!"

Emme serves in more ways than one; she is the current past chair of the Ambassador's Council of The National Eating Disorders Association (**NEDA**) and is on the advisory boards of **Ophelia's Place** (Syracuse New York's eating disorder resource) and **Hearts of Gold** (serving New York City's underprivileged women and children). A tireless advocate, Emme has received numerous accolades and awards for her impact in the business arena as well as her tireless efforts in the not for profit world.

Emme's popularity as a lecturer is well earned. She promotes and exemplifies a wellness lifestyle, positive body image and self-esteem and self-acceptance as a sought after keynote speaker. She lectures at national business workshops, governor conferences and seminars, prestigious universities including **Yale, Harvard, and NYU** as well as middle and high schools around the country. A cancer survivor, Emme is vocal about the need to advocate for oneself when dealing with issues of health.

Born in New York City, Emme was raised in Saudi Arabia and returned to the US as a teenager where she attended the prestigious **Kent School**. **Syracuse University** awarded Emme a full athletic



scholarship where she excelled both academically and as a member of the crew team. Emme was invited to the **US Olympic Team** trials, as well as several US National Team trials. She was later inducted into the Syracuse University **Orange Plus Hall of Fame** and in 2008 was honored as a **Letterwinner of Distinction** for her significant contribution to women's athletics and to the sport of rowing. After graduation, she spent two years in Flagstaff, AZ where she was a reporter and morning anchor for the **NBC affiliate KNAZ-TV**.

Emme and her daughter reside in Northern New Jersey.

Contact: Amy Fierro, [afierro@emmestyle.com](mailto:afierro@emmestyle.com), 201 768-7592

# Emme

## UNFORGETTABLE MOMENTS

advertisement

- \* Giving birth to my daughter, Toby.
- \* Being honored at Glamour's Woman of the Year Event in 1997 for my work with NEDA (National Eating Disorders Association). I am passionate about creating a cultural shift toward acceptance for all shapes and sizes.
- \* Hearing the words "you are cancer free."

This charm is my reminder that we are part of a bouquet and not supposed to all look like one flower." Flower Charm, \$245.00

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# A MODEL AND ROLE MODEL: THE JOURNEY FROM SHAME TO ACTIVISM BY: EMME



I am honored to be seen as an activist in the area of body image and self-esteem, but my journey to activism was not an intentional one. In fact, I never saw it coming! There was such a disconnect between my mind, body and spirit that I never saw activism as a helpful way to heal myself and others.

To further clarify: My mother was a beautiful woman who passed on early in her life (at the ripe age of 39) from breast cancer. I remember as a young girl watching her while she was getting dressed for a party: she would grab her thighs and say, "I hope you never get these." Then pointing to her cellulite in disgust as she squeezed her leg to show me, she would add, "Do everything you can to not have this." I could never understand why she did this and other self-deprecating things because she was amazing to me; how she smelled, how she looked and how everyone loved her.

Coupled with my mother's feelings of dissatisfaction, my stepfather was a "professional dieter"; a self-loathing man who would regularly weigh my mother and me on a medical scale in order to chart our weights. I will never forget when my weight surpassed my mother's. Shame, fear of my fat invasion, and being "outed" to my weight-obsessed parents was almost too much to handle. One day, my emotionally-distant stepfather even decided to show me (as a loving gesture) how concerned he was about my potential "problem" areas on my thighs, arms and tummy by drawing on them with a black pen. It was at this point that my innocent self-love crumbled and the defenses of youth vanished. I began to believe I had a weight problem, so I dieted and played games with food in an effort to fill an emotional void and, conversely, to punish myself by denying myself food. Thus, the cycle began, and I fueled it with myths, lies and non-factual concepts. Food became both my friend and my enemy, especially when my Mom died so young, and I was not able to handle it well.

As I set the stage as to why I have chosen the role of activist, it becomes more and more clear that after years and years of utter frustration, anger, loss of self-confidence, pure body dissatisfaction and loathing, that although I was at a very low and sad period in my life, to others it appeared to be an awesome life. I was traveling around the world as a model, making incredible money and was married to a fantastic, supportive husband. I finally got the courage to ask myself, "When do you want to get off this horrendous bus to nowhere and how much longer will you allow yourself to feel so alone?"

I believe in every person's life, opportunities come knocking. Mine happened to be when, at a most unexpected time in 1994, *People Magazine* named me as one of their 50 Most Beautiful People. I was not a celebrity or an A-list actor. I was a full-figured model with a television reporting background trying to make a living in

a very new industry to which the fashion industry gave little if no respect. This opportunity certainly came in strange packaging, but was such an important one nonetheless! In the article, I was asked to share the struggle of being considered a beautiful woman despite living in a very thin-obsessed world. Never before had I been asked a question knowing that my answer would be read by millions of people around the world. I felt nervous to share my inner turmoil; for what my family and friends would think of me. But I knew what I had to say would resonate with so many women, men and children who were suffering silently.

So, the beginning of the end of the self-loathing came knocking on my door when I had had enough. Once the article hit the stands, my feelings of isolation were shattered. I read letter after letter and was even stopped on the street by grateful people who felt the same way but had not yet found their voices. Now that I *really* knew I was not alone in my suffering, I began to see that I needed to re-evaluate my life and the choices I was making. Enough was enough. Low calorie diet food products and conventional diets would no longer be a part of my life and, most importantly, I would no longer deny myself food when I was hungry and would stop overexercising. I knew I needed to redefine my hunger point, determine the most efficient and comfortable body shape *for me* to maintain, and decide what projects I wanted to promote and be a part of professionally.

Seemingly overnight my life had changed. I threw myself into therapy (thank God for good, compassionate therapists!) and got down to some hard work which paid off. I had arrived: welcome to full acceptance of responsibility! As long as I keep growing emotionally, I am continually faced with challenges that are more unique than before. One thing I've learned is that when you look to gain knowledge, you can't stop it. It just keeps flowing your way and it is up to you to digest it and use it to the best of your abilities; to constantly sharpen your tool.

What a Pandora's Box I opened! Right? Wrong! What I did was turn my life back over to myself, instead of leaving it in the hands of my family, friends, classmates and society...the style/image/body conscious/consumer-driven mass who was trying to control me. I began a journey to discover who I want to be; how I feel about a host of meaningful subjects. Having been told when and how to feel most of the time, I continue instead to delve into how healthy my body is; to not be afraid and to face my denials. Instead of looking outside of myself for answers and credibility, I have begun to take chances on listening to what my heart is telling me. And that has made all the difference!

Emme has been honored as one of the 50 Most Beautiful People, a Most Important Woman in America, a Most Fascinating Woman of the Year, a Most Influential Woman and a Woman of the Year. She hosts *E!'s Fashion Emergency*, is the author of *True Beauty* and *Life's Little Emergencies* and was the first full-figured cosmetics spokesmodel. A vocal advocate for all women to be fit and healthy, she appeared before a Congressional subcommittee. Emme is Chair Ambassador of the National Eating Disorders Association.

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## **CONTACT**

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### **Lectures/Apearances/Events**

201 768-7592

[Afierro@emmestyle.com](mailto:Afierro@emmestyle.com)

PO Box 546

Closter, NJ 07624

### **New Business Development**

Steven Scebelo

484-889-8917

[SScebelo@emmenation.com](mailto:SScebelo@emmenation.com)

### **Content Marketing – Social Media – Digital PR**

Jeff Cannon

212-993-6464

[JC@ThinkCannon.com](mailto:JC@ThinkCannon.com)

### **TV / Movies / Specials / Award Shows**

201 768-7592

Amy Fierro

[Afierro@emmestyle.com](mailto:Afierro@emmestyle.com)



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