

jené luciani

# America's Favorite Bra & Style Guru



Hailed as a “brilliant bra guru” by BRAVO-TV, a “stylist extraordinaire” and the “bra fit guru” by Dr. Oz and the New York Daily News, Jené Luciani is a nationally acclaimed authority in the field for nearly two decades. This is due, in part, to her first professionally published book *The Bra Book*, which is now in its 2nd printing through BenBella Books. She has also co-authored *Get It! A Beauty, Style and Wellness Guide to Getting Your “It” Together*, and *GiGi Gets a Bra*.

Luciani appeared monthly on NBC’s TODAY show for nearly a decade, and has appeared hundreds of times on shows including Fox & Friends, Dr. Oz, Wendy, HLN and the Style Network, to name a few! Luciani became an Bravo-lebrity when she donned a dress made out of 200 bras for the TV show *Mad Fashion*. You can say she’s dedicated to her craft!

When she’s not giving her advice on TV, she’s featured in print publications such as *Women’s World* (where they referred to her as one of America’s “Ultimate Experts,”) *Real Simple*, *First for Women*, *SELF*, *Seventeen*, *Bride’s* and many more. She’s also written hundreds of articles for publications including *SHAPE*, *The Wag Magazine*, *Romper.com*, and *HerLife Magazine*.

The mom-of-4 has launched and helped brands grow and thrive over the years, including launching SOMA’s business on QVC, Calvin Klein Underwear, SheFit, Curvy Kate, Warner’s and Olga and many more. She’s proudly unveiling her first bra collection, a line of crystal healing bralettes known as *The GemBra* by Jené Luciani, on a major home shopping channel in 2021.

JENELUCIANI.COM

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f /JeneLuciani    t @JeneLuciani



# Press & Publications

Jené has contributed to many publications



"Jene Luciani is a bra fit guru"

- THE NY DAILY NEWS

"She is a brilliant bra guru and nationally known style expert"

- FAB FIT FUN.COM

"Jené is one of the most sought-after and quoted style experts in both print and visual media"

- HAPPENING MAG.COM

AS FEATURED IN:



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# National Appearances



TODAY (WITH 5 MILLION VIEWERS)  
100+ Appearances



WITH 3,062,919 UNIQUE VISITORS PER MONTH

Jené Luciani is a  
Host/Contributor for Lifetime  
Moms' new online channel



WITH 1.5 MILLION VIEWERS

*"Jené Luciani is the most  
important guest I've ever had  
on this show."*

ALSO APPEARS ON:



EVERYTHING  
ENTERTAINMENT



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# Social Media



View Insights

Promote Again



Liked by pinupmakeover and 93 others

jeneontv #daylightsaving got me like 😴... I know it's supposed to be an extra hour of sleep but add in a middle of the night power outage and the toddler waking up an... more

View all 8 comments

good\_nightlift We always appreciate your support



View Insights

Promote



309 views · Liked by pinupmakeover and cjtdevine

jeneontv If you're #WFH or just at-home, you still need a supportive bra! Here's one from SOMA that's so comfy, you won't want to take it off! #ad @somainintimates GO TO IGTV FOR THE FULL VIDEO!!!

View all 15 comments

cjtdevine I agree, Jene! So comfortable and good support too. #proudsomaassociate

melmc33 Oooh nice- can't wait to order one!!!!

March 26, 2020



View Insights

Promote



Liked by pinupmakeover and 70 others

jeneontv Anyone else need a break after the craziness of the past week??? Calgon, take me away 🤤🤤🤤

View all 9 comments

jeneontv @kathleen\_kirkwood love ya lady

madamepirie What kind of bra is that?

November 8, 2020



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# Brand Activations

Branded/Sponsored dedicated posts and videos to help grow your brand



Instagram  
25k followers



Facebook  
12k followers



Facebook  
8k followers

SHEFIT®

*Soma*

CK  
Calvin Klein



Let Jené certify your staff in bra fitting. Jené has worked with the uniform design team at the U.S. Army and also the customer service support staff at Shefit Apparel. Jené has helped launch brands such as Curvy Kate U.S. launch, Calvin Klein underwear Naked Collection, Soma on QVC, and the Warner's/Olga No Side Effects Collection.

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# The Bra Book, 2<sup>nd</sup> Edition

An Intimate guide to finding the right bra, shapewear, swimwear, & more!

The Bra Book, 2nd edition, an intimate guide to finding the right bra, Shapewear, swimwear and more was published in 2017 to rave reviews and has sold 25k copies to date. Making it a bestselling book in bookstores, retail outlets nationwide, and on Amazon.com. The first edition was released in 2009. 50k copies sold to date.

"My mission for more than a decade has been to help women look and feel better in the skin they're in. As a fashion editor & TV expert, I have dressed women for covers of magazines and always knew how important the right undergarments were. I struggled with them myself, my entire life. Now, as the bestselling author of the one-and-only guide to all things bras, I'm able to continue that mission and help millions of women everywhere put their *breast selves* forward!"

- Jené Luciani

"I need this  
book"

- Sherri Shepherd,  
Former Host, The View

THE VIEW

"This book is so  
important for  
women."

- Oprah Winfrey



"All hail  
the Bra  
Guru!"

- Dr. OZ



"Everyone  
needs to get  
this book."

- Kathie Lee Gifford



"Jene Luciani is a  
Brilliant Bra  
Guru."

- BRAVOTV.COM

Bravo

"This book is a witty and compassionate guide for the  
many women who have questions about bras and what  
goes in them."

- Alex McCord, Star of The Real Housewives of NYC



The  
Bra  
Book

2nd EDITION

An Intimate Guide to Finding the  
Right Bra, Shapewear, Swimwear, and More!



JENÉ LUCIANI

FOREWORD BY BEVERLY JOHNSON

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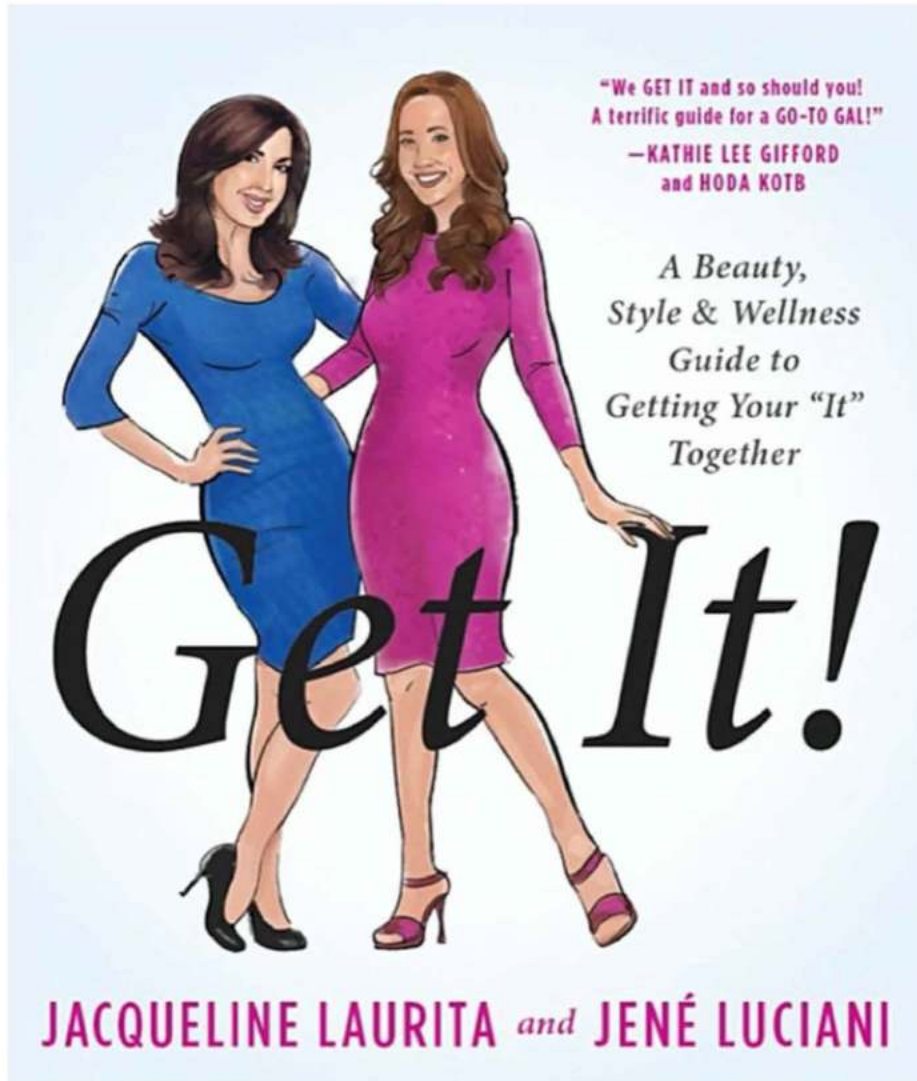
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# The Get It! Book



*Hey, gorgeous!*

You know how you're always thinking about getting more organized? More focused? Healthier? Changing up your hair routine? And so many other things?

It's time to stop thinking about it and do it! We know getting started seems overwhelming; we've been there. We're both busy professionals and moms, so we know how self-care gets pushed to the side. But that's not the way it should be!

We want to help you become your best self—that's why we teamed up to write *Get It!* And gathered all our favorite tips, tricks, and secrets to help you get whatever "it" you want: Get Centered, Get on Track, Get Organized, Get Healthy, Get Fit, Get Beautiful Hair, Get Flawless Skin, Get Made Up, Get Stylish and Sexy—in just minutes a day.

From finding a calm center amidst chaos and dressing for your body type in your 30s, 40s, and beyond, to getting in shape no matter what your schedule looks like and saving time on hair, makeup, and looking and feeling young, *Get It!* is the ultimate handbook to finding style, beauty, and wellness within yourself while getting exactly what you want out of life.

We're so excited to share this book with you. Whatever you want—it's time to get it!

*XOXO,*

*Jacqueline and Jené*

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# GiGi Gets a Bra Book

GiGi

Gets  
a  
Bra

Written by Jene Luciani  
Illustrated by Dominique Urso



## About

One day you're cleaning up spit up and the next, in the blink of an eye, your child is going through puberty. Few things are harder for a parent than addressing the changes one must go through in that awkward "tween" phase, especially when it comes to girls! The bestselling author of *The Bra Book*, 2nd edition, and mom-of-4 Jene Luciani, helps moms and dads alike, navigate this somewhat tricky, confusing, embarrassing and just downright awkward time in a girl's life, with a lighthearted approach - in this story about a mom and her daughter.

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# Endorsements

Over the past several years, Jené has been integral as an influencer and spokesperson, bringing dozens of lifestyle brands to a key national audience. Whether she discusses the product on a national or regional TV segment, does an in-store event or personal appearance, hosts a satellite media tour, web series or Twitter party/Facebook chat, fans and viewers trust Jené. Brands view her as someone who delivers. From hosting Calvin Klein's fashion's night out celebrations for two years in a row, to being a National Wellness Week expert, Jené is a trusted resource for big and small brands alike.

In 2011, Jené brought a dozen brands together for an unprecedented New York fashion week event called Loungerie 2011. More than a hundred key tastemakers, bloggers, producers, editors and celebrities turned out at the Manhattan event to see Jené's featured brands, and landed appearances on The Today Show and The Chew, to name a few.

*"You killed it on set and the client is so impressed with you!"*

- ERIC, VICE PRESIDENT OF LIPPE TAYLOR PR

*"You were fabulous to work with and right on point with messaging! Subtle so it wasn't too branded and really natural which is always good!"*

- MARIELLA, LANDS' END

*"They are THRILLED with the piece - the orders are rolling in and it's the bump they needed!"*

- RANDI, BAG, BORROW OR STEAL

*"We got so many orders that our Website crashed after you talked about our bag on The Today Show for just a few seconds!!"*

-ARTY, EASTSPORT

*"We loved the segment, have seen a great lift on orders, and the CEO was really happy!"*

-LORI, BEYOND THE RACK

Check out some of the brands that have already invested in Jené's voice, influence and expertise:

Marshall's

DICKINSON'S  
ORIGINAL WITCH HAZEL

T.J. maxx

Microsoft

Schick  
Intuition

BAG  
BORROW  
& STEAL

youth  
H2O

ESTÉE LAUDER

BALI

Dove

simple  
SENSITIVE SKIN EXPERTS

CALVIN KLEIN

Curvy Kate  
D - K cup

SONSI  
www.sonsi.com

DukanDiet™  
...my secrets to success

BEYONDTHERACK

LANDS' END

# Charities & Causes

- Jené is an avid philanthropist who lends her time as a keynote or guest speaker, celebrity auctioneer, guest judge and mistress of ceremonies, for a variety of charity events and causes.
- Jené has volunteered her time with the Salvation Army to give more than 60 women in need bra fittings, as well as gifting them with a bra.
- Jené has served as a celebrity MC for the American Cancer Society, the HUG Gala benefitting the Rusk Children's Hospital, The Westchester Children's Museum and many others.

- In 2012, she launched an initiative called the #NotaOCampaign, to encourage women and young girls all over the world to love themselves, no matter their shape or size.
- As a mom and a public figure, Jené knows the importance of using her platform to spread a positive message!
- Jené was one of the board members of Operation PROM - a non-profit organization with chapters nationwide which provides resources, opportunity and mentoring to students in need.
- Jené has been hired by the U.S. Military to help consult with them on finding the proper fitting bra for female soldiers



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Jené has spent the last two decades helping women everywhere with bras, and has worked for brands such as Soma, Hanes brands, Warner's and Calvin Klein Underwear. Now, she finally brings her years of expertise to her debut collection, The GemBra(tm) by Jené Luciani, a patented collection of crystal healing bralettes, designed to uplift its wearer in both body AND soul.

**COMING JUNE 2021**