

anti-aging, beauty, lifestyle...

Issue 30 • May/June 2015

fresh

{ LOCAL }
SUPER-FOODS

VANCOUVER
ageless, beautiful, fresh

SUMMERTIME
SKIN TIPS

.....
ANCIENT HEALING -
THALASSOTHERAPY

ART TO WEAR

INTERVIEW WITH

CANADIAN FASHION ICON

**JEANNE
BEKER**



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Art Deco Sequins Dress / Wanted Vintage / \$350
Paloma Sugar Stacks Ring / Tiffany and Co. / \$7,050
Bar cuff with 18K Rose gold and sterling silver / Tiffany and Co. / \$4,500
Art deco chandelier earrings/MMCrystal/ Stylist Box/ Price upon request



Black silk blouse with black bow / Pink Tartan / \$375
Paloma Sugar Stacks Ring / Tiffany and Co. / \$7,050
Green Schumberger Spesartite Ring / Tiffany and Co. / \$77,000
Green Tourmaline Drop Earrings / Tiffany and Co. / \$83,500

JEANNE BEKER

Dressed for Success

By Rachael Biggs

Photographer: Colin Gaudet | Producer: Tristian Tran | Stylist: Crystal Carson
Makeup & Hair Artist: David Allan Jones for Judy Inc.
Props Stylist: Jason Charles Shatton for PM1 | Stylist Assistant: Marie Powell



Snack skin dress/ Babe by Jason Matto/ Price upon request
 Black exaggerated teardrop earrings / MMCrystal/ Stylist Box/ Price upon request
 Maori Necklace/ Caroline Neron /Stylist Box/ \$225



Black and White Printed Blazer/
 Zoe Jordan / Wardrobe Apparel / Price upon request
 Black leggings/ BCBG MAX AZRIA/\$345

Starting out with a Saturday afternoon job at Fairweather and working her way up to the renowned style expert she is today, Jeanne Beker remembers her roots and takes nothing for granted. Born to parents that were Holocaust survivors who immigrated from Poland with nothing but the clothes on their backs, she has truly achieved the Canadian dream.

With an enviable career that spans three decades, Ms. Beker began as an actress before she moved into hosting television programs including *TheNewMusic*, *CityPulse News* and the wildly popular *FashionTelevision* that ran for 27 years in 140 countries. She's a contributor to the *Globe & Mail* and numerous other publications, has authored five books, was editor-in chief of *FQ* and *SIR* magazine and remains a style guru who still finds time to make philanthropic work a priority and catch a yoga class.

With each incarnation she has brought innovation and dedication and her latest endeavor as Style Editor and host of *Style Matters* on The Shopping Channel is no exception. Each episode will focus on a theme and bring together interviews with top designers and behind-the-scenes footage, as well as direct accessibility to garments and advice on how to put it all together. It is a culmination of Jeanne's strengths and experience that she and the network are thrilled to embark on.

Amid a hectic schedule, Jeanne was generous enough to talk to *Fresh Magazine* about how she got her start, the trajectory of her public life and, of course, what's in her closet.

Your parents wrote a memoir 'Joy Runs Deeper' about surviving the Holocaust. How do you think they influenced you and your drive to succeed?

Well it really toughens you up, there's no question. Listening to all their tales of courage and survival made me a survivor. Learning that I don't have anyone to rely on but myself gave me a great sense of independence.

My parents came here with nothing and my father had to work like a dog just to keep a roof over our heads. To see them rise from the ashes was incredibly inspiring and his work ethic definitely rubbed off on me. My dad wasn't ever crazy about what he did though, so he always stressed that it was important to really love what you do; consequently, I was determined to do a job that I really loved.

Did you imagine that job would be in fashion?

I actually wanted to be an actress. I thought fashion was a little too superficial. I didn't consider it a great art form. I knew there were designers and that there was a certain amount of creativity inherent in the scene, but for me, I wanted to be a great actress and I saw fashion as a tool for that – costumes to really express yourself properly. I fell into fashion in the mid-eighties with *Fashion Television*, but even then it wasn't about fashion to me. It was about people and reporting on a scene that was exploding and filled with the most colourful characters. It was about storytelling for me, but of course the more I got into it, the more I learned and the more I fell in love with the applied art and craft of it. The machinations of the fashion world became much more interesting to me.

Do you remember your first awareness of clothes? I imagine it came long before FT.

My mother was a big fashion lover. She used to make all of her own clothes or have dressmakers make them. I fell in love with the glamour of it all. My sister and I loved to play paper dolls and dress up like most young girls. For us, it was what being girls was all about.