

Yoanna

Yoanna House was born and raised in Jacksonville, Florida. Her Canadian father is a doctor and her Mexican mother is an administrator for the family practice. Her grandfather was a diplomat and head of Chemistry at the University of Mexico, and many of her extended family still resides in Mexico City D.F. Polanco. Yoanna takes great pride in her heritage, and is a catholic with special devotion to Our Lady of Guadalupe. She attended the University of Florida, studying International Relations and Asian Studies. She is fluent in Spanish, and even speaks a bit of Japanese.

Growing up, Yoanna always had a strong interest in fashion. A self described “fashion fanatic”, she had her first subscription to Vogue magazine at age ten! Yoanna was discovered on UPN’s hit reality show, **America’s Next Top Model**. Given her ultimate win, and after many weeks of nation wide exposure, Yoanna has become a household name. Her success story is one of true dedication, perseverance, and commitment to realizing one’s dreams.

Since Yoanna’s first major magazine layout for **Jane** magazine, she has taken the fashion world by storm. She has walked the runway for **Dsquared** in Milan, and was a huge hit in LA’s Fashion week, starring in shows for **Custo Barcelona, Petro Zillia, Sanctuary, John Sakalis, Lord’s, and Sue Wong**.

Yoanna has starred in top advertising campaigns, including **Sephora, Careline Cosmetics** and **Aquadrops** for both print and television. She was also featured in a television spot for **Norman Leer’s “Declare Yourself”** campaign, alongside Christina Aguilera and Outkast’s Andre 3000, which was directed by famed photographer, **David La Chappelle**.

Yoanna has appeared on numerous television programs including **David Letterman, Live with Regis & Kelly, Good Day Live, CBS Morning, The Today Show, On Air with Ryan Seacrest** and **48 Hours** who produced a feature documenting the journey of her rise to fame. Always an audience favorite, Yoanna has been invited to make recurrent guest appearances on **Tyra**, supermodel Tyra Banks’ talk show, as she offers advice and tips Banks and her guests. In the past she has been recruited as the trend reporter for the *E Channel’s* **“Fashion Week Special”**, an insider’s look into New York and LA’s Fashion Week As well as an **“After Dark”** correspondent for the *E* Yoanna also acted at the media spokesperson for **Levi’s** “Impressions” contest. She emceed the **2004 Gen Art Styles** fashion show and awards ceremony, held in New York’s Hammerstein Ballroom (previously hosted by the likes of Eva Herzigova and Fernanda Tavaréz).

Due to popularity and demand Yoanna continues to host Style Network’s “The Look For Less”, and other fashion related specials including Allure Magazine Top Ten Beauty Trends from the runways of Paris, Milan, and NYC. In addition to being represented by IMG Models, Yoanna is also represented by IMG Broadcasting and IMG’s Speakers Division. She wishes to explore other unique media and hosting opportunities.

Recently, Yoanna has been officially named as the face of the new CW’s multiplatform offerings. The new network, a combination of the WB and UPN, will feature Yoanna in several roles in which she guides viewers through the networks digital offerings on air, online and wireless. In her debut assignment as host of the CW’s launch party, which is now available for viewing on cwTV.com, she captured positive reactions about the merger from stars of both networks.

In other upcoming projects, Yoanna has taken on a new role with department store giant Macys, lending her style expertise to hopeful fashionistas in putting together a runway caliber wardrobe using the Style & Co. clothing line. Yoanna has also been resigned as the face of world-renowned Israeli cosmetics brand, Careline Cosmetics.

Due to her great love of children, Yoanna is involved with **Operation Smile, Children’s Day Artrageous**, the **Mount Saini Children’s** Holiday parties, and the **Make-A-Wish Foundation’s** “Be a Supermodel for a Day”. She

is also involved with the charities **MUSE, America** and **Step up** and is an avid supporter of **UNICEF**. Yoanna has recently been enlisted by Blessed Sacrament Catholic Parish of New York City to help promote Latino youth awareness within the church as well. This is a project she is very excited to take on.

Yoanna has aspirations of continuing her growth in broadcasting and children's programming, and to one day develop her own line of children's clothing. She enjoys spending her free time reading, cooking, playing chess, visiting art museums, collecting designer vintage, practicing classical Pilates, discovering fresh new music with her younger sister, traveling to offbeat destinations, learning about Eastern medicine, but most of all visiting her hometown and spending quality time with her family. Yoanna currently resides in New York City.