

BIO: ALEX LEIKERMOSER

Trendsetter, Leader in Healthy Design Movement, Style Maven,
Eco-preneur, Creator of Communities, Living Well Visionary,



Alex does not have a lifestyle but she has both a life and style! Through personal introspection and self-work she has found the key to success is living a balanced, healthy life. She has become a lifetime advocate of this way of living. Through combining the knowledge of outer and inner worlds she has developed a unique approach to re-designing our lives and bodies. She lives and exudes inner beauty and peace.

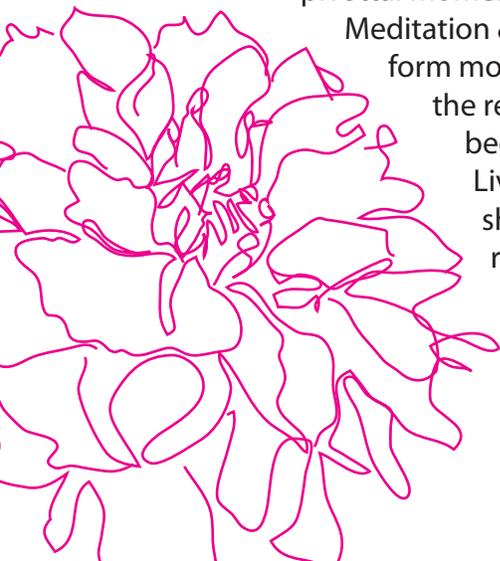
Today, Alex Leikermoser is a visionary spokesperson on healthy and sustainable design as well as a dedicated proponent on wellness and lifestyle issues. Her reputation has been garnered through her wide-ranging experiences in the fields of interior design (health & spa), sculpture, furniture (eco & ergonomic), clothing design (eco & healthy) and manufacturing.

In 1993, as a student, Alex won a design competition to commemorate the events of December 6th, the fifth anniversary of the tragedy at the Montreal Polytechnic School. Alex proposed the creation of a permanent sculpture called the "Tree of Hope". Based upon this proposal Ryerson chose to fund the only to this date student sculpture. Located outside the Engineering building it provides an ongoing opportunity for awareness and continues to serve as a focal point for Toronto's annual December 6th Memorial observances.

Upon graduation in 1994, She launched her career by being invited to develop and teach the first curriculum on sustainable design for the fourth year Design program at Ryerson. During this same period she opened "Etica", meaning 'ethics'---a unique interior design studio, boutique & spa in a Victorian Home on Queen East. Focused on creating a "living home model" for balanced Living from A-Z. She used it as a showroom which led to contracts for sustainable and ecological interiors for private residences and office spaces. Her clients included Greenpeace and Toronto Healthy House. Her leading edge designs were featured regularly in the press, 12 years before "going green" became mainstream.

At 30 this go-getter was feeling wornout when she was a passenger in a car accident. This pivotal moment led her to work on seriously healing herself through Yoga, Diet, Meditation & Alternative Exercise techniques (hula hoop, skipping, nature walks, free form movement & dance). This was a personal transformation point. She came to the realization that she needed to achieve more overall life balance. Yoga became a cornerstone to Alex's recovery. Meditation, stretching, Raw & Living Foods Diet and loving herself became a mantra she needed to share. In 2000, she gave up her career as an Eco Interior Designer and re-trained as a Yoga Instructor.

This shift ultimately led to the launch of "yogagurl™". Over 10 years



yogagurl, became a multifaceted organically grown company, which thrives on playfulness and authenticity.

She took to the streets teaching yoga and stress management techniques in corporations, schools, stores and charity events as a way of giving back. She is known for doing yoga in the strangest places from a window in “The Bay” department store at Yonge & Bay St., to the top of the escalators at Holt Renfrew, to working with street kids.

Though teaching yoga was the foundation, Alex realized she wished to extend her unique philosophy to a wider audience. Needing other access points she created her ‘hand silk screened’ Limited Edition ‘message based’ clothing as a way to further spread the yoga message. The cheeky sayings on her shirts, central to her brand is ‘community’ attracting women who are inspired by Leikermoser’s passion & energy.

Being a natural innovator Alex also developed her own style of yoga instruction that combined her passion for art and music. She calls this yoga style Y.A.M. It weaves yoga, art and music together seamlessly in a lighthearted and non-competitive environment.

Her vision to share more of her knowledge led her to institute a mentorship program within yogagurl. Students from local colleges and universities intern with Alex to gain experience and learn all the facets to maintain a healthy balance in life and business while having fun doing it.

The press loves yogagurl’s playfulness! Yogagurl has been featured numerous times internationally on the cover and in Yoga Journal, Fashion Television and many U.S. and Canadian publications including Chatelaine and Flare. She has been noted as one of the top 4 Canadian yoga wear designers. She was selected as one of the 1000 creative women who enrich a flourishing cultural scene at Toronto’s Luminato Festival in Toronto. Recently she was featured in the book CRAVE Toronto, The Urban Girl’s Manifesto – touted as “one of the 125 women you need to know”.

Today Alex’ stime is devoted to inspiring many. She collaborates with other visionaries and companies that are leaders in their fields to create products and define projects and events that empower & inspire largely a female audience to celebrate their healthy lives. She is exploring sponsorship and partnership alliances. Her presentations and workshops include hands on demonstrations, inspiring photographs and the integration of life’s trials & tribulations. By speaking from her most authentic heart and sharing ways of how she nourishes her spirit, she has become a sought after lecturer. We hope you have an opportunity to meet, work with or hear Alexandra speak in the near future!

EDUCATION

University of Waterloo, Philosophy, Sociology 1990

Ryerson University, Toronto– Bachelor of Applied Arts, Interior Design (BAAID) 1994

Ontario College of Art & Design, Toronto– Environmental Design with Karim Rashid 1993

Institute of Bau Biologie, Clearwater, Florida – Studies in Healthy Building Environments 1994

The Yoga Studio, Toronto – Yoga Teacher Training (RYT) 2000

MEDIA PORTFOLIO & REFERENCES

Available upon request