

Ashley James

Broadcaster

Ashley James is the No.1 Sunday Times bestselling author of BIMBO and a social and political commentator on ITV's This Morning.



A broadcaster, DJ and mum of two, Ashley has become one of the UK's most recognisable feminist voices, known for tackling sexism, culture wars, women's health, motherhood and modern womanhood with intelligence, warmth and bite.

Her debut book BIMBO became a Sunday Times No.1 bestseller and sparked national conversation around the labels that shrink women, from "bossy" to "bimbo", and how we reclaim our confidence in a world that profits from our silence.

Through television, writing and social media, she challenges outdated narratives around women's confidence, relationships and identity. She regularly speaks up on taboo topics surrounding women's health, from fertility and birth trauma to postpartum recovery and the gender pain gap, empowering audiences to find their voice.

Ashley is a regular face on ITV's This Morning, where she frequently appears alongside Nick Ferrari and Piers Morgan. She has also featured on Steph's Packed Lunch, The Jeremy Vine Show, and Celebrity Mastermind, where her specialist subject was the suffragette Lady Constance Lytton, reflecting her long-standing passion for women's history and political change.

With a social media following of over 700,000, Ashley has built a highly engaged digital community. Her honesty and authenticity have made her a trusted voice on feminism, social justice and empowerment. She previously made headlines and sparked national debate following appearances on Jeremy Vine and Good Morning Britain, where she advocated for the right of single women to access IVF on the NHS.

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