

introducing
HOUSE OF DERÉON

Collection



Destiny's Child

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Beyoncé and Tina Knowles

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THE LEGACY OF 'DEREON'

By Nzingha Pearson.

IT'S A FAMILY AFFAIR- at the address of 1384 Broadway- New York, NY, at the Beyond Productions showroom . This is where business woman Tina Knowles and her internationally known daughter, Beyonce Knowles, decided to re-launch their 'House of Dereon' fashion line a few years ago.. After an unsuccessful run of their sportswear line, which consisted mostly of hoodies, knitwears and jerseys, among other things, had to be pulled off the racks and out of the stores, it seems like the 'House of Dereon' has finally found its place with a new line of contemporary cocktail dresses and evening gowns.

These dresses wholesale at around \$120 to \$300 and can be found in some of the better department stores such as Neiman Marcus or Bloomingdales. Even in the harsh financial times that the past year and ½ has brought to this economy, 'House of Dereon' has stood out as not just a company that has been able to survive, but a company that has been able to flourish, as 'House of Dereon' has recently expanded, adding a day wear line to its contemporary dresses line. "This is the perfect collection to wear from the office to dinner because every piece can easily be dressed up or dressed down", says Tina Knowles about the collection that she and her daughter have created. This collection, however, did not just begin and end with these two generation of women- Beyonce and momma Knowles. The collection has deeper roots in the tree of this family dynasty.

The first generation and beginning dynasty of the 'House of Dereon' brand begins with Beyonce's grandmother, Agnes Dereon. A seamstress and designer in her own right whom was known for making one of a kind pieces for private clients during her lifetime, Agnes' name is where the main part of the 'House of Dereon's name originated. Mamma Knowles has always been a seamstress and stylist for her daughter's singing group, Destiney's Child, and continued to design pieces for her videos and shows after she launched her solo career. Beyonce, herself, has admitted to always being influenced by fashion and loving clothes but it was in 2004 when the fusion of these three dynamic generations of women came together when Tina and Beyonce created the 'House of Dereon' clothing line. With a tag name like 'couture, kick, soul' which represent each generation of women (Agnes being the couture, Beyonce being the kick, and Tina being the soul) it's a wonder that this dynasty of unique and different women have not had the opportunity to merge their talents on earlier ventures.

The world, however, can have the opportunity to see the success of these three generations of women right now with the inclusion of a handbag and accessories line and the launch of 'Dereon Curvelicious', a line catering to the plus size market.

Now just called 'Dereon', it looks like the Knowles family dynasty has passed on a legacy. A legacy that can now add the word 'designer', along with music, and along with other things that can be added to their impressive lists of family accomplishments.

I wonder if Agnes would have been proud.