

HOUSE OF DERÉON

COUTURE. KICK. SOUL.



HERITAGE

*IT'S A FAMILY AFFAIR.
Three generations of women—
Agnéz, Tina and Beyoncé—
share a love for fashion and style.*



AGNÉZ (SOUL)

*THE MATRIARCH AND GUIDING FORCE,
Agnéz is the creative inspiration behind
the House of Deréon. Agnéz (Tina's mother,
Beyoncé's grandmother) was a seamstress,
her roots firmly planted in fashion.
She brings a unique Creole flavor to the line.*





THERE ARE NO LIMITATIONS
ON CREATIVITY
UNLESS YOU PUT THEM
ON YOURSELF.

—TINA—

TINA (COUTURE)

*THE VISIONARY BEHIND HOUSE OF DERÉON,
Tina has always been the stylist for Destiny's Child
and Beyoncé—creating many glamorous signature looks.*

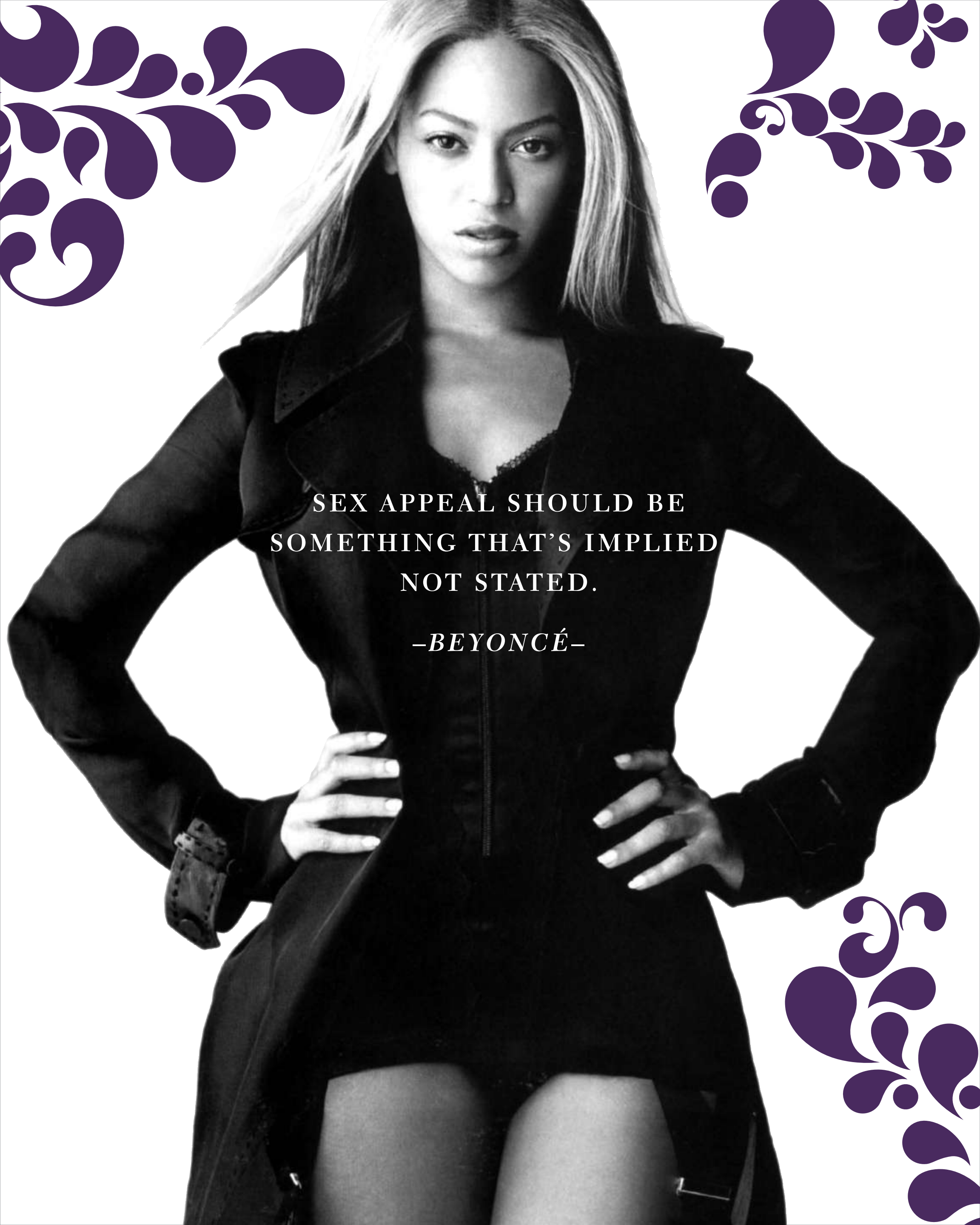
*Tina is a mix master in her own right, through
a distinctive blend of luxury and pure attitude.
She remains the driving force in the House of Deréon.*





SEX APPEAL SHOULD BE
SOMETHING THAT'S IMPLIED
NOT STATED.

-BEYONCÉ-





BEYONCÉ (KICK)

THE MUSE, Beyoncé, is an icon for everyone. Channeling a broad multi-cultural appeal, she's a triple threat—singer, actress and dancer. A SUPERCHARGED CHAMELEON that moves and morphs, Beyoncé represents the new, the next generation of self-expression. It is Beyoncé's larger-than-life presence as a performer that has ensured her status as a positive role model for today.



BRAND ESSENCE



COUTURE.



KICK.



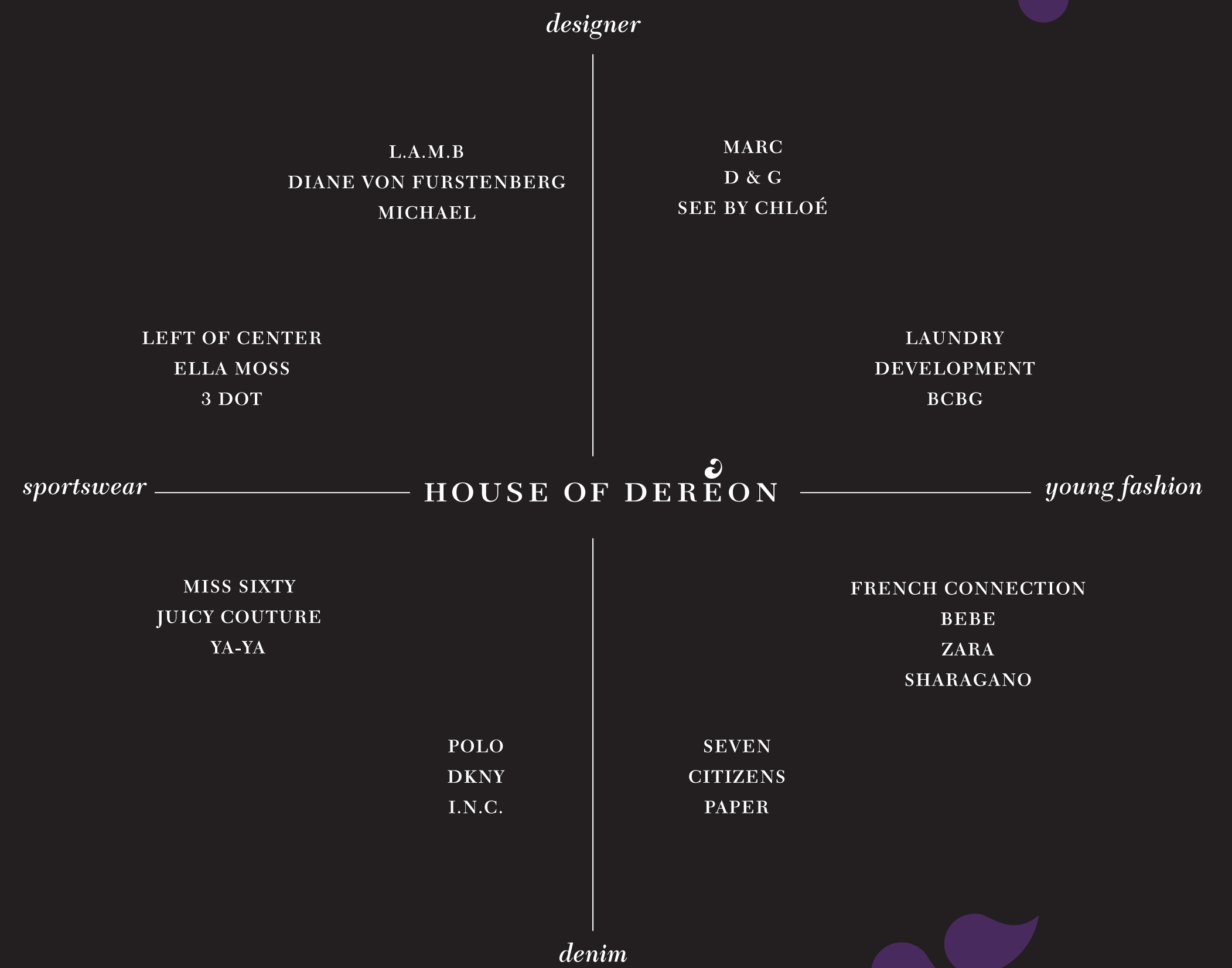
SOUL.



THE AUDIENCE


*The House of Deréon audience of women
ranges in age from 13 to 40 years.
They're considered young and contemporary
in both dress and attitude.
The House of Deréon woman is
decidedly the star of her own life.*

COMPETITIVE LANDSCAPE






BRAND VISION



*To be the sole purveyor
and innovator of
“HIP HAUTE COUTURE”
through the fusion of
salon and street.*





BRAND MISSION



TO REDEFINE AND OWN CELEBRITY BRANDING.





BRAND PROMISE



EVERYONE'S A SUPERSTAR.



“It’s my house and I live here.”

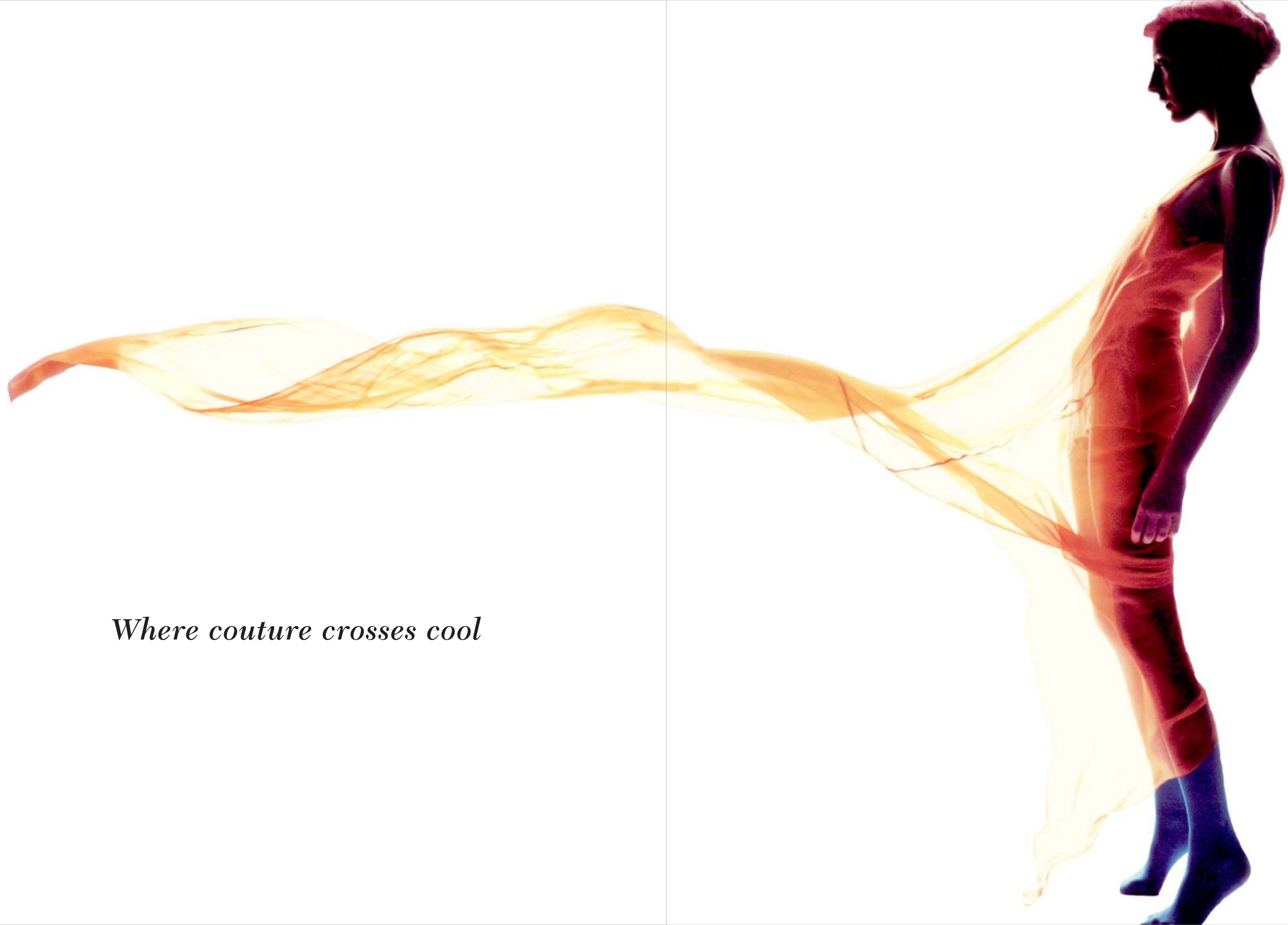
– ‘It’s My House’, Diana Ross

This is where you live





Where salon and street meet



Where couture crosses cool



*Where soul and style
turn into sensation*

*Where what's hot, what's new,
what's next is right around the corner*





*Where different influences and inspirations
find their unique expression*



*Where looking good is a right
not just an aspiration*

Everyone's a superstar



A close-up, artistic photograph of a woman's leg and hand. The leg is extended diagonally from the top left towards the bottom right. She is wearing a vibrant red high-heeled shoe with a detailed snake-skin or crocodile-skin texture. Her hand is positioned near the top of the leg, holding a thin, dark pen or pencil. The lighting is dramatic, with a strong highlight on the leg and a soft shadow cast on the background. The background is a smooth, light-colored surface.

*Where HIP HAUTE COUTURE
are the rules of the house*



*Where every door is an invitation
to a world of inspired style*



Where sidewalk and catwalk become one

*Where music is the muse and
substance the soul*





Where couture, kick and soul bring it on



ENTER...



HOUSE OF DERÉON